

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 10.

NEW YORK AND CHICAGO, SEPTEMBER 2, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

RUBBER BANDS

Decline in the Raw Stock Leads to a Cut in Prices—Dealers Should Substitute the New List for the Old Ones.

OWING to the decline in the price of crude rubber the following revised prices have been recommended by the National Catalogue Commission. Bulletin No. 22 follows:

No.		Gt. Gross.	Gross.
5—Ticket			\$0.60 per M.
6—Election		.75	“ “
No.		Gt. Gross.	Gross.
7—	Thread, 5/8 in. long.	\$1.60	\$0.15
8—	“ 7/8 “ “	1.60	.15
9—	“ 1 1/8 “ “	1.80	.20
10—	“ 1 1/4 “ “	2.00	.20
11—	“ 1 1/2 “ “	2.25	.25
12—	“ 1 5/8 “ “	2.50	.25
13—	“ 1 3/4 “ “	2.70	.30
14—	“ 2 “ “	2.90	.30
15—	“ 2 1/4 “ “	3.15	.30
16—	“ 2 1/2 “ “	3.60	.35
17—	“ 2 3/4 “ “	4.00	.40
18—	“ 3 “ “	4.50	.45
19—	“ 3 1/2 “ “	5.00	.50
20—Heavy	“ 1 1/4 “ “	3.15	.30

One-half great gross at the great gross price.
One great gross, 10 per cent. discount.

No.		Gross.
50—Heavy	Thread, 1 3/4 in. long.	\$0.45
27—Narrow,	1/8 inch.	.45
28—	“ 1/8 “ “	.55
29—	“ 1/8 “ “	.60
30—	“ 1/8 “ “	.65
31—	“ 1/8 “ “	.70
32—	“ 1/8 “ “	.80
33—	“ 1/8 “ “	.90
61—Heavy	“ 0 1/4 “ “	.90
62—	“ 0 1/4 “ “	1.15
63—	“ 0 1/4 “ “	1.35
64—	“ 0 1/4 “ “	1.60
71—	“ 0 3/4 “ “	1.60
72—	“ 0 3/4 “ “	1.80
73—	“ 0 3/4 “ “	2.00
74—	“ 0 3/4 “ “	2.25
81—	“ 0 1/2 “ “	1.80
82—	“ 0 1/2 “ “	2.25
83—	“ 0 1/2 “ “	2.70
84—	“ 0 1/2 “ “	3.15
91—	“ 0 3/4 “ “	2.70
92—	“ 0 3/4 “ “	3.35
93—	“ 0 3/4 “ “	4.00
94—	“ 0 3/4 “ “	4.75
142—Light	Weight, 0.000 3/4	2.70
143—	“ 0.000 3/4	3.60

Twelve gross lots, 10 per cent. discount.

GRAY 5/8 INCH PACKAGE BANDS.

No.		Gross.	Dozen.	Each.
104—Light,	4 1/2 x 5/8 ...	\$5.40	\$0.55	\$0.05
106—	“ 6 x 5/8 ...	7.20	.70	.10
105—Heavy,	5 x 5/8 ...	10.80	1.00	.10
107—	“ 7 x 5/8 ...	13.50	1.35	.15
109—	“ 9 x 5/8 ...	16.20	1.60	.15

Ten per cent. on gross lots. One-half gross at the price per gross.

ASSORTMENTS OF GRAY BANDS.

	Each.
100—Containing Nos. 10, 50, 29, 31, 61, 63...	\$1.50
200—Containing Nos. 71, 72, 61, 62, 63, 82, 29, 32, 50, 51, 11...	1.00
250—Containing Nos. 9, 12, 20, 24, 25, 26, 31, 33, 61, 62, 63, 72, 73, 84...	.80
300—Containing Nos. 61, 62, 82, 30, 50, 51, 10	.60
400—Containing Nos. 61, 72, 30, 32, 50, 8, 11.	.30
500—Containing Nos. 8, 11, 31, 50.	.15
350 (Old No. 550)—Containing Nos. 8, 11, 31, 50	.10
600—Containing Nos. 11, 29, 30, 31, 32, 50, 51, 61, 62, 73, 83.	1.35
650—Containing Nos. 8, 10, 12, 14, 50, 51, 30, 32	.30
750—Containing Nos. 10, 12, 16, 50, 29, 30, 31, 32, 61, 63, 64, 73, 83, 84.	.60
800—Containing Nos. 10, 12, 16, 50, 29, 30, 31, 32, 62, 63, 64, 73, 83, 84.	1.00

Twelve or more, 10 per cent. discount.

E. FABER'S NEW LINE OF RUBY BANDS.

Size No.	Large Boxes.			Small Boxes.		
	No.	Doz.	Each	No.	Doz.	Each
8—Thread...	408	\$10.80	\$1.00	508	\$2.70	\$0.25
10—	410	10.80	1.00	510	2.70	.25
11—	411	10.80	1.00	511	2.70	.25
12—	412	10.80	1.00	512	2.70	.25
14—	414	10.80	1.00	514	2.70	.25
16—	416	10.80	1.00	516	2.70	.25
18—	418	10.80	1.00	518	2.70	.25
50—Heavy Th.	450	10.80	1.00	550	2.70	.25
30—1/8 inch...	430	10.80	1.00
31—1/8 “	431	10.80	1.00
32—1/8 “	432	10.80	1.00
33—1/8 “	433	10.80	1.00
61— 0 1/4	461	10.80	1.00
62— 0 1/4	462	10.80	1.00	562	2.70	.25
63— 0 1/4	463	10.80	1.00
64—0 1/4	464	10.80	1.00	564	2.70	.25
72— 0 3/8	472	10.80	1.00
74—0 3/8	474	10.80	1.00
83— 0 1/2	483	10.80	1.00
84—0 1/2	484	10.80	1.00
Assorted Sizes.	440	10.80	1.00	540	2.70	.25

No discount from the above prices.

ASSORTMENTS.

	No.	Dozen	Each
Gem Assortment	675	\$2.70	\$0.25
Library Assortment	680	5.40	.50
Bankers' Assortment	690	8.10	.75
Office Assortment	695	10.80	1.25

No discount from the above prices.

RED CROSS STAMPS

The Government Has Barred Them and All Other Adhesive Stamps, Except Regular Postage Stamps, From the Mails.

WASHINGTON, August 31, 1911.—Serious inconvenience in handling the mails from particular localities is being experienced by the postal authorities on account of general use of adhesive stamps other than United States postage stamps.

In view of the trouble experienced from the use of the Red Cross stamps during the last Christmas holiday period, Postmaster General Hitchcock issued a general order that no adhesive stamps except United States postage stamps should be attached to the address side of a letter or package.

Tens of thousands of stamps now are being issued, including Panama Exposition stamps, various State exposition stamps and what are known as the McNamara legal defense fund stamps, authorized by the American Federation of Labor.

Thousands of letters bearing such stamps on the obverse side of the envelopes are being received at the dead letter office. The problem of handling letters bearing such stamps is so serious that it was decided by Postmaster General Hitchcock and Third Assistant Britt that no stamps resembling United States postage stamps may be used on either the obverse or reverse side of mailed envelopes. This order will eliminate from the mails absolutely the Red Cross stamps and the McNamara defense fund stamps, because on their faces they are called "stamps."

After considering the matter, Postmaster General Hitchcock decided not to modify his previous order in any respect.

The Alabama Red Cedar Company, of New Decatur, La., is making arrangements to double the capacity of its lead pencil slab factory. This factory cuts cedar slabs to be used in making lead pencils and the most of these are exported to Germany.

TRADE IMPROVING

Chicago Stationers Report That Business Shows a Steady Gain That Augurs Well for a Good Fall Season—News Items.

Western Office, THE AMERICAN STATIONER,
431 So. Dearborn St., CHICAGO, August 29, 1911.

Business is still reported as showing improvement by the large majority of stationers of this city. While some of these firms are of the opinion that the improvement is temporary, others incline to the belief that a steady improvement has set in which will result in active conditions with the arrival of the fall season. It would seem that the latter have the best of the argument, notwithstanding threatened curtailment of working forces by the railroads and falling prices in stocks. Locally building operations are being carried forward on a very large scale and in one day permits were issued for three additional twenty-one story buildings to be erected in the Loop district. The large sums being expended for new buildings indicates the confidence felt in the future and are certain to be reflected beneficially in general business circles. At a gathering of representatives of different lines of business recently, with scarcely an exception, reports were of a very encouraging nature and indicated that business was showing an improvement over last year.

CATALOGUE COMMISSION MEET.

A brief meeting of the National Catalogue Commission was held in Chicago this morning, Chairman Fletcher B. Gibbs, Charles A. Stevens and Robert D. Patterson, of St. Louis, being present. Inasmuch as the other members of the commission were unable to be present, and it was deemed important that they should be in attendance, an adjournment was taken until next Tuesday, and the members not here being notified by telegram of the same. If it should prove that this date will not meet the convenience of the members, another will be set when a full attendance can be present.

Hugo Knoth, of the manufacturing department of S. D. Childs & Co., has returned from his vacation which was spent in Northern Wisconsin, where he said that the fishing was fine. In proof of the fact Mr. Knoth sent some nice messes of fish to his friends in the city who were not so fortunate as himself in being able to locate good fishing spots.

Clarence G. Wilson, of the Saugerties Manufacturing Co., Saugerties, N. Y., is busily engaged calling on the trade.

A. E. Riddle, of Riddle & Wunderle, who spent a portion of his vacation at Paw Paw Lake, Mich., upheld the honor of stationers in bowling circles during his stay. The members of the choir of an Episcopal Church were taking their vacations at the same time and Mr. Riddle was easily the best bowler in the lot, even the rector being

unable to successfully compete with him. A tournament was arranged, the first prize being 75 cents to the best bowler. This was called off, however, as it was too much of a "cinch" for Mr. Riddle. That gentleman, not to be defeated, has, we understand, presented a bill for the six bits, which has not up to this writing been paid.

The office and sample room of Eberhard Faber in the Republic Building is torn up this week, the cleaners and painters having charge. Al. Williams took advantage of the occasion to take a trip to Milwaukee for a couple of days on business.

G. W. Skeels, of the Globe-Wernicke Co., is hustling for orders in Chicago at present. So also is Harry Murdock, of the Irving-Pitt Manufacturing Co., of Kansas City. Both of these gentlemen are noted anglers, and regale each other when they meet outside of business hours with some first-rate yarns.

Mr. Seymour, of the advertising department of the L. E. Waterman Co., was in the city last week and a number of attractive displays of Waterman pens attest his skill as a window dresser.

Robert S. Breckenridge, formerly with the Dennison Manufacturing Co., is now connected with the Eaton, Crane & Pike Company, making the fifth representative for the Chicago office. Mr. Breckenridge is well and favorably known to the trade in the Central States, and advance cards giving the date of his first visit for Eaton-Crane will soon be in the hands of many of his old friends.

Harold B. Struble, assistant manager for Stevens, Maloney & Co., has returned from a two weeks' vacation spent at Lake Koshkonong, Wis., and certainly his improved appearance shows that his vacation was decidedly beneficial. Mr. Struble did not attempt any big fish stories, but very modestly stated that he was fairly successful as an angler.

J. B. Allmond, of the sales force of Stevens, Maloney & Co., who it will be recalled was injured in a railroad collision while en route from Louisville to Chicago, writes that he is recovering slowly from his injuries. He was unable to state just when he would be discharged from the hospital, but was expecting that he would be able to return home soon.

A. E. Eggert, manager of the Chicago office of the Yawman & Erbe Manufacturing Co., returned on Friday last from a trip to Buffalo and Niagara Falls, on business for his firm.

J. E. Eddis, of the sales force of Shea Smith Co., has returned from his vacation which was spent in Northern Wisconsin, bringing with him some fine fish, among them being a twenty-pound muskallonge which he caught the last day he was at the camp. Mr. Eddis said that the fishing was fine, and that he enjoyed his trip.

Two of the members of the sales force of Stevens, Maloney & Co. are away on

their vacations at present, W. I. Mackey taking a lake trip and A. W. Joyce journeying eastward.

The following salesmen have sent out cards announcing their future arrival here as follows: W. H. Wallace, Tower Manufacturing Co., New York, here August 30; Sidney Reis, representing Langfeld Bros. & Co., Philadelphia, September 6; Edwin Hillyer, representing the American Hard Rubber Company, September 8.

THOMPSON.

Fire in the Conklin Pen Plant

Quick and effective work of an automatic sprinkler system and the fire department probably prevented a serious fire in the Conklin building, Jackson and Huron streets, Toledo, Ohio, occupied by the Conklin Pen Mfg. Company, Saturday night August 12. This firm manufactures the well-known "Conklin's Self-Filling Fountain Pen."

When the firemen arrived the rear of the fifth, the top story of the structure, was a mass of flames, and by carrying lines of hose up the fire escapes, the fire lads succeeded in extinguishing the conflagration. Several of the firemen were nearly suffocated from the fumes of the burning and melted rubber.


Chief William Mayo declares that the automatic sprinkler system which dispatched the alarm to the Western Union office, probably saved the owners many dollars, as the fire had a great start when the department arrived. Chief Mayo was one of the first to get to the fire and directed the work of fighting it. That Chief Mayo was successful, is shown by the fact that the damage is estimated at about \$100.

The fire started in the room wherein is kept rubber shavings, material used in the manufacture of fountain pens. There were many bushels of the shavings on the fifth and top floors, and it is the opinion of Chief Mayo that the flames started as the result of spontaneous combustion.

The fire had a good start, and it became so hot that the automatic sprinkler sent in the alarm.

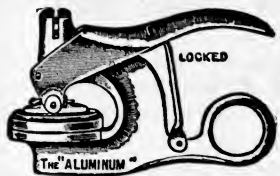
The officers believe most of the loss will result from water on the fourth and fifth floors. They are stocked with hundreds of fountain pens, but it is not believed that they will be seriously damaged.

About \$600,000 worth of products of the paper industry are imported into Greece every year. Common foolscap, ordinary writing and glazed paper were bought principally from England, Austria and France; news paper from Germany, Holland, England, Austria, France and Italy. Letter paper of every size, book and record paper, one colored pamphlet paper, blotting paper, etc., were likewise imported. The success of German and Austrian manufacturers in Greece is due primarily to the representatives they have appointed there.



Crane's Ladies' Stationery.
 Of well-known Merit
 Yield a Profit to Dealer
 Sold by Booksellers
 — and Stationers
Z & W M CRANE
 Dalton Massachusetts USA

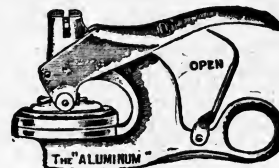
Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE
MOST POPULAR POCKET SEAL ON THE MARKET

The "ALUMINUM"

WEIGHS ONLY 10 OUNCES SIZE OF DIES 1 1/2" DIAMETER



Sold by All Up-to-Date
 Dealers, or Write to

MEYER & WENTHE, Engravers, For Trade Discounts, 31 N. Dearborn Street, CHICAGO

ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

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NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES in every part of the world—in every city of prominence.



TUCK'S TENTH ANNUAL

End of Its First Decade as a Corporation
Finds the Company More Prosperous
Than Ever—Years in Retrospect.

LONDON, Eng., August 23.—At the tenth annual general meeting of Raphael Tuck & Sons, Ltd., held at Salisbury House recently, Sir Adolph Tuck presided. The accounts showed that the upward tendency had been maintained, the net profit for the year, after providing for bad and doubtful debts, depreciation and all expenses, amounting to £35,106 13s. 11d. A further dividend, making 7 per cent. for the year, was declared.

In moving the adoption of the report, the Chairman gave a resumé of the operations of the company during the first ten years of its existence, and said:

TEN YEARS' PROFITS.

The first decade has now passed since the formation of Raphael Tuck & Sons into a public company, and a short retrospect of the results achieved during these ten years may, therefore, well be permitted. Whilst everyone of these years cannot claim to have entirely fulfilled anticipations, I think that we have no reason to be dissatisfied with the results, as a whole, bearing in mind the vicissitudes of trade in general which are comprised within that period. Those results, expressed in yearly dividends—always fully earned—and in which we have not failed you once, exhibit the payment of 8 per cent. per annum for the first six years of the existence of the company, of 6 per cent. per annum for the seventh year, 5 per cent. for the eighth year, again increased to 6 per cent. for the ninth and tenth years—assuming that you pass the proposals of your board today—while within the same period the sum of £79,342 15s. 3d. representing profits earned by the company, will have been placed to reserve.

(Applause.) Add the £289,650 10s. 9d., the total of the dividends paid out during those ten years, and the £5,771 5s. 1d. we propose to carry forward to next year, and we arrive at a grand total of £374,764 11s. 1d. earned by the company during the first ten years of its existence. In other words, your business has shown an earning power of 75 per cent. on its total capital within this one decade. These figures, taken in conjunction with the fact for which your directors can vouch, that the general condition of the business today is as sound and healthy as ever, that the various departments of which it is composed are one and all satisfactory, that the stock has been carefully written down to a figure at one safe and conservative, and that the outlook for the coming year's trade as shown by the returns of the past two months is decidedly encouraging, give, in our opinion, fair room for satisfaction.

THE MANAGEMENT.

A personal note here may not be out of place. At the time of its formation it was arranged that I or my brother, Gustave, should act as managing director of the company for the period of ten years, to which I have just made reference. This period expires this year. At the time it seemed to us, particularly after our life-long connection with the business, quite a lengthy period, but we must candidly admit, looking back upon these past ten years, that they have passed both rapidly and pleasantly. When, therefore, we were requested to retain our respective positions on the directorate and continue our services, we naturally felt flattered, and had the greatest pleasure in complying with the request. (Applause.) I am glad to say that the younger generation, in the persons of my two sons and my nephew, are going ahead satisfactorily, and the experience of the business they have been gathering, and

are continuing to gather, added to the increasing responsibilities gradually thrown upon them and upon all the important members of our excellent staff, enable you to look forward with perfect confidence to the future development of your beautiful business.

BOOKS AND CALENDARS.

In speaking of the department with which he was particularly identified, the vice-chairman, Mr. Gustave Tuck, said:

"You will probably like to hear a few words about some of the departments for which I am personally responsible. The book department, I am happy to say, is in an excellent and thriving condition. It is expanding daily, and we are putting fresh energies into it, and are publishing a large number of beautiful, illustrated books. In 'Father Tuck's Annual' for 1911 we are again scoring distinctly. It is meeting with a splendid reception from the trade, and I am sure when it reaches our good friends, the public, it will have an equally cordial welcome. The success of 'Alice in Wonderland,' which I predicted last year, has been fulfilled, and we have a book here which will be eagerly inquired for for years to come. We are publishing a companion book, 'Mother Goose' Nursery Rhymes, and this, I feel certain, will prove quite as charming, original and successful a publication. We have, also, another beautiful volume in 'The Children's Shakespeare,' by E. Nesbit, with illustrations by John H. Bacon, A. R. A., and Harold Copping. This is a most delightful publication, and makes an excellent gift for any child.

"Then there is 'Children's Stories from Dickens,' the stories re-told by the great novelist's grand-daughter, and pictured throughout by Harold Copping. It is altogether an exquisite volume. These form the nucleus of a large and beautiful series which we are at work upon. We have a

(Continued on page 8.)

FOR FINE CORRESPONDENCE OR FOR GENERAL BUSINESS USES

WHITING'S PAPERS ARE STANDARD

EXPERIENCE

is the keystone of success in any business. It has contributed to make us the largest makers of high grade writing papers in America. If you sell correspondence, wedding or mourning stationery, papeteries, visiting cards, typewriter paper tablets, the result of our experience applied to your business will act as an additional factor in making it successful.

An examination of our line will convince you of its many good points.

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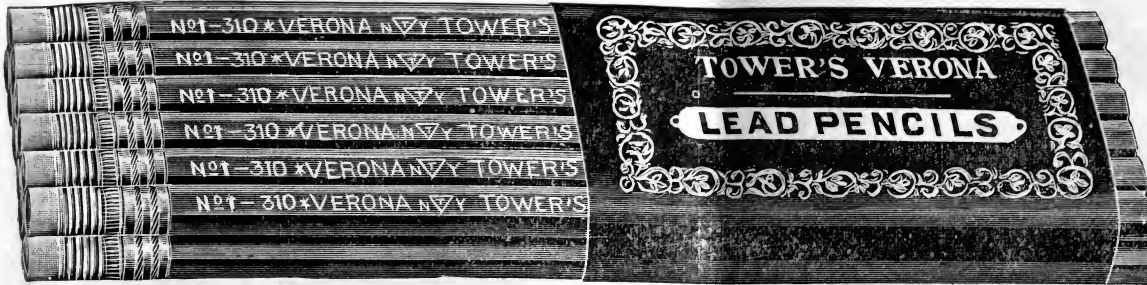


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TOWER MANUFACTURING & NOVELTY CO.
 306-308 BROADWAY NEW YORK CITY, N. Y.
 IF IT IS "STATIONERY," WE HAVE IT
Tower's "Verona" Lead Pencils



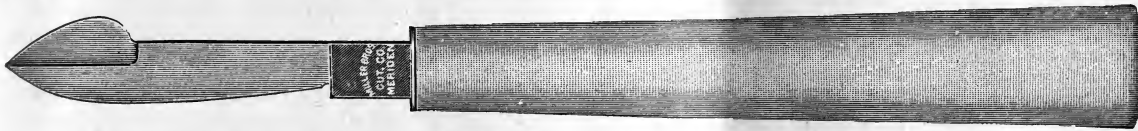
Light yellow finish, hexagon only, gilt tip and red rubber, seven and one-half inches long.

First-class pencil for all-around work.

Perfect uniform leads; cases of fine quality cedar. Put up one dozen in package; half gross in a box.

Made in four grades: No. 1, Soft; No. 2, Medium; No. 3, Medium Hard and No. 4, Hard.

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Made in different shapes and handles of all styles

For sale by all leading Jobbers and Commercial Stationers

YOU CAN ASK

Any first-class Stationer—and there are many of them in your section of the country—as to the quality and workmanship in

SHAW'S

Blank Books and there will be but one answer.

These concerns stock the line, because the books are always to be depended upon.

It's worth looking into.

The J. G. Shaw Blank Book Co.

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TYPEWRITER RIBBONS FOR ALL MACHINES



CARBON PAPER

Typewriter and Fencil for All Purposes

OUR SPECIALTY:

MULTIGRAPH, PRINTOGRAPH, WRITERPRESS

Ribbons with Perfect Match Typewriter Ribbons

Write for Samples and Prices

THE BUCKEYE RIBBON AND CARBON CO.

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Yes
Stuck At Last
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U. S. Treasury Mucilage
 you will never again
 be free.

Acknowledged by all Stationers to be the Standard by which all mucilage is judged

Wm. A. Davis Co., Mfrs.
 Boston

MILES S. RICHMOND, TREAS.

READY FOR FALL

Boston Stationers Are Prepared With Full Stocks to Supply Fall Demand—All Are Optimistic—One Bear Factor.

New England Office, THE AMERICAN STATIONER, 127 Federal St., Boston, August 29, 1911.

As this week practically winds up the summer season, the first of next week will find most every one at their duties preparing for fall business. Preparations for supplying the demands of the school children started a couple of weeks ago and the business in this line during the past week was exceptionally good. A much better tone exists in general trade circles and the large stores are already putting on their fall dress, having practically cleaned up their summer stocks. Printers report a more plentiful supply of orders with indications pointing to a very good business for fall season. While much complaint has been heard among the general trade as to the dull business of the summer, the stationers have not made any complaints and a more optimistic crowd of business men will be hard to find than the local stationers.

A somewhat depressing effect on the part of business in this section occurred a few weeks ago when many of the wool and cotton mills shut down for a period of two or three weeks and when they did resume operations it was on a short time schedule, but it is now expected that with the passing of Labor Day, sixty thousand or more operatives will be put on full working time which will tend to fully restore confidence for the outlook for this fall.

Mr. Houghton, representing Woodbury & Hunt Company, of New Hampshire, was one of the few salesmen to visit the trade in Boston during the past week.

A. A. TANYANE.

American Typewriters in Siam

An increasing number of typewriting machines are sold in Siam yearly, and those of American make are the favorite machines in the government offices and

business houses, says Vice-Consul General Carl C. Hansen, located at Bangkok.

Many of the standard American machines have been sold in Bangkok for many years past, and some of these are fitted with Siamese types. The present indications are that American typewriters will maintain their lead over the various machines of European make.

So far the sales of two American machines only have been pushed. These machines sell in Bangkok at 350 to 450 ticals each, or \$130 to \$167.

An English machine has been extensively advertised in Bangkok, the price varying from 175 ticals (\$65) for foolscap to 260 ticals (\$96) for policy size.

The Siamese characters are derived from the ancient Indian alphabets, and consist of 44 letters and 17 or more vowel symbols, some of which are written above and others below their respective consonants. There are also 11 diacritical signs and marks of punctuation. To arrange all these letters and symbols in their various combinations on a standard keyboard required considerable ingenuity, but was successfully accomplished on two different American typewriters.

TUCK'S TENTH ANNUAL

(Continued from page 6.)

hundred and one other delightful books. There is a very charming series of six little volumes, with stories by Hans Christian Andersen, while the Paint Box Painting Books, which I have patented, are proving as great a success as ever. Needless to say, we have again catered for the young folk in the nursery in the shape of fairy tales, animal pictures and stories, alphabets, and every kind of book that a child loves. One thing I may claim is that in every book we publish we give perfect drawing, coupled with the best of literature for children, and I feel sure that these beautiful productions will continue to delight many hundreds of thousands of the younger generation.

"I now come to our calendar department. Here again we are publishing many hundreds of exquisite and novel designs, and

it is, of course, impossible to enumerate them here. Our block calendars, which have daily tear-off quotations taken from such great poets as Shakespeare, Tennyson and Longfellow, are mostly from designs by John H. Bacon, A. R. A., the distinguished artist who has been commissioned by His Majesty to paint the Coronation picture of Westminster Abbey. These are most interesting productions, and eagerly looked for yearly by an ever-increasing and appreciative public. Altogether I venture to assert that we have a collection of calendars which will be gladly welcomed by our many friends, not only in this country, but all over the world.

ACKNOWLEDGMENT.

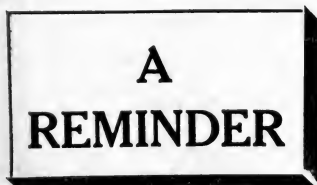
"I would like to take this opportunity of thanking the members of our staff, who have been of such splendid assistance to us in their year's labors, for without their thorough devotion in their many and varied duties we should never have achieved such successful results. It is always a pleasure to know and feel that they are just as keen as we all are to continue to make the House of Tuck a name to be known and appreciated."

Mr. Reginald Tuck gave particulars of the show card and advertising department, and Mr. Desmond Tuck dealt with Christmas cards.

Regret was expressed at the absence of Sir A. Conan Doyle who was engaged on the Royal Motor Tour, and congratulations were extended to Mr. Alfred Parsons, the other director, on his recent election to full membership of the Royal Academy.

The re-election of the retiring directors and the re-appointment of Messrs. Turquand, Youngs & Co. as auditors concluded the proceedings.

The Sengbusch Self-Closing Ink Stand Company, of Milwaukee, Wis., has opened a New York office, Room 316, Postal Telegraph Building, 253 Broadway, which will be in charge of A. W. Honer. Mr. Honer is entering on his forty-fifth year in the trade and has traveled from coast to coast and is therefore widely acquainted.



CORRESPONDENCE SOLICITED

Be Sure to Replenish Your Stock of
VELVET, CARBON, SENATOR
and other

"AMERICAN" PENCILS

Your Stock is Incomplete Without Them

AMERICAN LEAD PENCIL CO.

73 West 4th Street, New York

173 LOWER CLAPTON RD., LONDON, N. E.

THERE IS NO BETTER

proof as to the usefulness, reliability and all around excellence of an

ACME FASTENER

than is to be found in the thousands that are being used and giving satisfaction daily. For binding together papers, light fabrics, ticketing samples, etc., etc., for desk or general office use, they stand alone for real merit.

MADE IN SEVERAL STYLES

If your jobber cannot supply you, write us for descriptive matter and prices of full line. Imprinted matter furnished free.



PATENTED



PATENTED

ACME STAPLE CO., Limited, 112 N. 9th Street, CAMDEN, N. J.



You Cannot Sell What You Haven't in Stock

If you are not carrying a sample line of our

Cash Boxes, Bond Boxes, Document Boxes, Voucher Files, etc.,

it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

Merriam Manufacturing Co., - Durham, Conn.

150 YEARS IN BUSINESS

In order to commemorate this event

A. W. FABER

is placing on the market exceptionally high grade

"JUBILEE" Lead and Copying Pencils

Packed in colored lithographed metal boxes at very low prices. Have you a stock of this new and unusual line on hand?

WRITE FOR SAMPLES AND PRICES

A. W. FABER

Established 1761

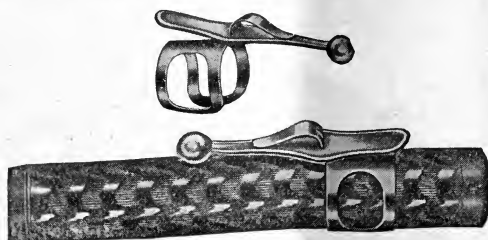
Newark, N. J.

OLDEST AND LARGEST LEAD PENCIL FACTORIES

The FAULTLESS PEN and PENCIL HOLDER

ALL THAT THE NAME IMPLIES

A Holder that is neat and durable, and which will hold the pen or pencil securely within the pocket. It has the lever movement, making it easy to attach to the pocket.



Put up three dozen on a card in assorted sizes.

Sold by all leading jobbers.

L. D. VAN VALKENBURG, Manufacturer, Holyoke, Mass.

"STRATHMORE QUALITY" TYPEWRITER PAPERS

A comprehensive line of the best Bond and Linen papers, including the famous "Strathmore Parchment," "Woronoco Bond," "Saxon Bond," "Tekoa Linen Bond" and others. In each grade there is an excellent assortment at Mill prices. Packed one ream (500 sheets) to a box—boxes being covered with brown glazed cover paper.

MANUSCRIPT COVER PAPERS of suitable weight and texture, packed 100 sheets to a box, are offered in a variety of tints and white.

Write Marcus Ward Company, General Selling Agents, for sample book and prices.

Manufactured by
THE STRATHMORE PAPER CO.
"Strathmore Quality" Mills
MITTINEAGUE, MASS., U. S. A.

General Agents
MARCUS WARD COMPANY
116-124 Thirty-ninth St.
BROOKLYN, N. Y.

NEW "RIVAL" SELF-FILLING PEN



CLOSED

Pen is filled by simply turning the collar in the center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

SIMPLE.

EASY TO OPERATE.

CLEAN.



OPEN

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann Street, New York

3 Sizes
Retail
from
\$1.50
to
\$3.50.

Plain,
Chased
and
Gold-
Mounted.

We Have Moved Our Brooklyn Factory and
New York Office and Salesrooms to

316 HUDSON STREET (Near Spring Street)

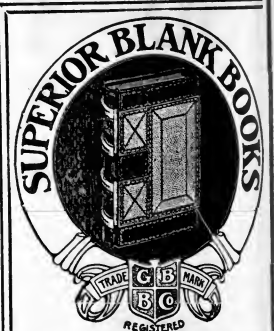
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK



ACTUAL SIZE

6 on a card—6 cards in a box

Mammoth Circular Erasers

No. 2080 SPHERE

A big brother to the well known No. 1080—the same inimitable quality—the same shape—differing only in size. The increased erasing surface will be appreciated by those having much use for a typewriters' eraser.

EBERHARD FABER, New York

TRADE ITEMS

The opening of the Fall trade next week is the event that is absorbing the attention of the whole trade. As this week has been a rainy one and as the general business situation is somewhat mixed, due to politics and reported curtailment in some lines there is considerable interest to see how trade starts up after Labor Day (next Monday). If the political factor could be removed there is little question but that trade would run along smoothly, but from all accounts the unsettled state of the tariff question has a depressing effect on some of the big industries. There are also stories to the effect that a few of the big railroads will retrench in expenditures but these reports are not taken seriously. It should be added, however, that the bear factors in the situation are really small in comparison with the bull effect of the big crop reports. If these turn out as predicted the politicians and the bears will be utterly routed. Speaking particularly of the stationery trade, there is no cause for complaint over the Summer's business or over the outlook for the Fall and holiday trade.

Sealed bids for furnishing stationery supplies to the Commissioners of the Board of Water Supply of the City of New York will be received at the board's offices, 165 Broadway, this city, until 11 a. m. on Friday, September 22. At this place and time the bids will be publicly opened and read. Pamphlets containing information for bidders can be obtained at the above address by depositing \$5 for each pamphlet.

The firm of Eugene H. Tower, Inc., has leased the ground floor of the building, 336 Broadway, which is next door to its present location. The new store will be fixed up with new shelving, counters, etc., and propose to make it, as Mr. Tower himself

says, the finest store ever seen. The new location has a frontage on Broadway and also runs a considerable length on Worth street. The old store at 338 will be continued as it is proposed to put in a line of holiday specialties, such as toys, dolls, etc.

W. J. Watt & Co., of 43 West 27th street, New York City, and Thompson-Smith Company, 263 Fifth avenue, New York City, have both made application for membership in the New York Stationers' Board of Trade.

The International Specialty Manufacturing Company, of New York, was incorporated last week. Capitalized at \$15,000. The incorporators are: Peter Wiese, 2 South street; Joseph T. Hull, 2 South street and Arthur Falk, of 149 Broadway, all of New York.

A petition in bankruptcy has been filed against Isaac Gattegno, doing business as I. Gattegno & Co., wholesale dealers in post cards at No. 115 Worth street, New York, by Julius H. Reiter, attorney for these creditors: Mandall Wessel & Knoerr Co., \$429; John H. Dreyer, \$22, and Aaron Rosin, \$460. It was alleged that he is insolvent, made preferential payments \$2,500 and transferred merchandise and accounts \$3,000. Liabilities are said to be \$40,000 and assets \$5,000. He has been in business five years.

What was practically the opening of a new store took place last week, when the Christianson & Dempster Co., of Sioux Falls, S. Dak., held its opening in its completely remodeled building. For the past four months men have been working on the big sixty-foot addition to the Christianson & Dempster Co.'s book and stationery store on South Phillips avenue, that city. The entire basement has been finished in cement and the results has made it one of the best stock rooms in the city. Besides

the large addition to the main floor a large portion of the second floor has been refinished and is occupied by the company.

Harry Silver, 46 years old, a bookkeeper living at 991 Amsterdam avenue, New York, was arraigned before Magistrate Kernochan at the Jefferson Market Court on Wednesday of this week, charged with grand larceny. He was employed by Pretzfelder & Bayer, importers of novelties at 5 East Seventeenth street, this city. Byron Strasberger, treasurer of the concern, who made the complaint, said a check for \$250 on the Union Exchange National Bank was given him to cash on August 15. He failed, it is alleged, to turn in the money to the firm. Three days ago he offered to pay back the money and arranged to meet Strasberger. When he arrived Detectives Sullivan and Butts arrested him. Silver waived examination and was held in \$2,000 bail.

The New York Coated Paper Company is a new concern in the coated paper line, with offices and factory at 88-90 Walker street. At present the company is manufacturing Skytogen, which is an imitation leather for passe-partouts, frames, boxes, jewelers' cases, etc. Later on, when their factory facilities will enable them, they propose to make the different colors. The telephone number is Franklin 1350.

Marcus Ward Company, 116 Thirty-ninth street, Brooklyn, N. Y., is the general selling agent for the "Strathmore Quality" typewriter papers made by the Strathmore Paper Company, of Mittaneague, Mass. This company, as announced previously in THE STATIONER, represents the combination of the Woronoco and the Mittaneague Paper companies. As these mills were practically controlled by the same men, and as the Mittaneague had built up a very fine trade throughout the country on its

Hurd's Lotus Lawn

Our salesmen are now showing our latest and original production in fine writing paper. This paper is distinctive, elegant, and possesses all of those attributes which make the Hurd papers first in the hearts of those who want the newest and best. If you will examine samples of this paper, you will be convinced of its merit.

We have a new series of papeteries filled with Damask Linen and covered with the same stock, the boxes of which are panelled on the tops with beautiful hand-colored pictures, all of which are imported.



GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

"Strathmore Quality" paper it was thought best to christen the consolidated companies the Strathmore Paper Co., thus more closely identifying the name Strathmore with the mill that makes them. The Marcus Ward Co. will gladly furnish all necessary information in regard to these high-grade papers.

Sealed proposals for stationery and school supplies will be received by the Board of Education of the Town of West Hoboken, N. J., on Wednesday, September 6, 1911, at 8:30 o'clock p. m., at its meeting room in School No. 4, Malone street, between Summit and Kerrigan avenues, that town. Specifications for same can be seen at the home of the chairman of the committee, George W. Yates, 316 Hoboken street, West Hoboken, N. J. The Board reserves the right to reject any and all bids if deemed for the best interest of the town so to do.

All the local plants of the United States Envelope Company at Springfield, Mass., closed last Saturday when the employees of the Morgan envelope division, the P. P. Kellogg division, the fine stationery and toilet paper departments and the general manager's office gave their first annual outing and field day at Riverside Park, that city. The idea of the outing, which proved a big success, originated with some of the employees, and all arrangements were made by a committee of employees, with the full approval of the management.

The Dietz Machine Works, 126-128

Fontain street, Philadelphia, Pa., is now making a machine for manufacturing sanitary paper towels. These towels are made on the company's regular toilet paper perforating, slitting and re-winding machines in any width that may be desired, and either 18, 20 or 22 inches long. The cost for equipping the machines to make the paper towels in roll form for any one length of towel is very slight, and concerns contemplating going into this trade, should communicate with the company regarding its machines for such purposes. The Dietz company has filled more orders for toilet perforators during the past year than at any previous time in the history of the business. Its machines are in operation in the principal toilet paper factories from the Atlantic to the Pacific, which, after all's said and done, is the best testimonial which can be given for their workmanship and producing qualities.

The efforts of the merchants and shippers of Texas to unite to fight the steamship lines, which practically control the shipping business from New York to Texas points are progressing to their utmost satisfaction. Dozens of shippers have entered into contracts with the Seaboard and Gulf Steamship Company or have become stockholders in the line. Their object is to keep up the competition which has given Houston and other Texas cities the advantage over New Orleans and the eastern cities of the gulf coast in the matter of rates from Baltimore, New York and

the cities of the northern Atlantic coast. Among the paper firms who have become stockholders in the project are the Texas Paper Company and the Pratt Paint and Paper Company, both of Dallas, Tex.

Americans desiring to travel abroad or distribute their merchandise to other parts of the world will have ample opportunity to do so during this month. The new "Sailing Dates Bulletin" of the Department of Commerce and Labor, the first number has been issued by the Bureau of Statistics of that department, shows scores of sailings during this month from such ports as Boston, Philadelphia, Baltimore, New Orleans, Galveston and the principal Pacific ports, and hundreds from the port of New York alone, while the total sailings from all ports of the country will run into the thousands. Copies of the Bulletin above mentioned, which is to be issued monthly, in advance of the month which it represents, may be obtained on application to the Bureau of Statistics, Department of Commerce and Labor, Washington, D. C.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK



IT'S THE REPEATS THAT PAY

The first sale is merely the introduction. It's the repetition of that first sale to the same customer that pays.

WARD'S—"A LINE A DAY"

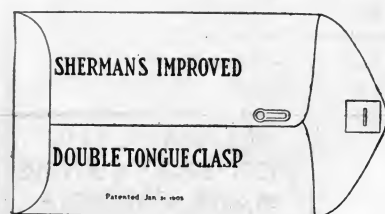
Made in 42 Styles **BOOKS** Made in 42 Styles

will prove so valuable and interesting to your customers, that they will come again and bring their friends. Ward's "A-Line-a-Day" Books have created more substantial trade for Stationers than any other specialty. They are only one of many of our trade makers.

WARD'S SAMUEL WARD COMPANY BOSTON

57-63 FRANKLIN STREET
New York—621 Broadway, Chicago—167 Dearborn St.
San Francisco—833 Market Street.

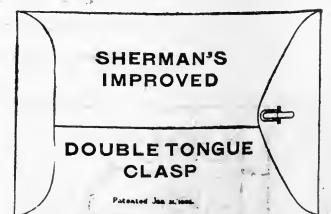
REMEMBER: "If we didn't know our goods were good enough for everybody we should not ask you to buy them."



Sherman's New Envelope

Also Manufacturers of all Kinds and Sizes of
ENVELOPES, Lithographed, Printed or Plain

Our Envelopes are made from Standard Grades and Weights of Paper. Also Sherman's Improved Double Tongue Metal Clasp Envelope and the Sherman Sinographic Envelope. Send for Samples and Prices of Sherman's Improved Double Tongue Clasp.



SHERMAN ENVELOPE CO.,

WORCESTER, MASS.

SEASONABLE CARDS

With the Opening of the Schools Next Week Stationers Should Have a Supply of Appropriate Cards All Ready.

School trade is now the thing, and signs and cards telling about them cannot be too numerous. Below we give a few suggestions in this line that can no doubt be improved upon by the retailers in the various sections. The cards may deal in a general way with the subject of school supplies or an individual card might be written for each article.

SCHOOL SUPPLIES.

We have a full stock of all kinds. Come in and see them.

LUNCH BOXES

In a variety of sizes, styles and makes. All prices.

SCHOOL COMPANIONS.

Each child should have one as an aid to study.

SCHOOL BAGS.

Our assortment of them is large. Rope, leather, cloth, etc.

COMPOSITION BOOKS.

Some very beautiful cover designs are now displayed. Look them over.

PAPER, INK, PENCILS

And all the other necessary articles needed by school children. We have them.

PERSONALS

E. C. Hanersen is again representing the Stationers Loose Leaf Co., of Milwaukee, Wis., and 203 Broadway, New York City, covering the Pacific Coast and Northwest territory for that well-known house with headquarters at Milwaukee. Mr. Hanersen was the first traveler employed by the company, but for the past three or four years has been engaged in other business. He begins his "maiden" trip about the 10th of the month.

William J. Barrett, lately with the C. F. Hoeckel Blank Book Company, Denver, Col., and before that with the Tower Manufacturing & Novelty Company, New York City, is now with the well-known house of A. Pomerantz & Co., 34 and 36 South 15th street, Philadelphia, Pa., where he has charge of the blank book department. Mr. Barrett says that it feels good to be back East, although he was very much impressed with the West, but that owing to his wife's illness he found it necessary to make the change.

Mr. Gassenheimer, Sr., of the Mercantile Paper Co., Montgomery, Ala., was an out-of-town buyer in New York City this week.

Sol A. Arons, of New York City, has taken up the complete line of files, binders and specialties made by the Elbe File and Binder Co., 67 Cortlandt street, New York, and will handle the same in addition to the other lines he is now handling.

THE LATEST NOVELTIES

CRANE'S PAPIER LIGNÉ

CASPIAN BLUE

A beautiful shade of blue, with the charming lined effect, which has been so successfully introduced in the white shade.

TRIANON BORDERS

THE NEWEST PARISIAN NOVELTY adding another beautiful decoration to the many other favorites.

All of the numerous Crane favorites, chief among which is CRANE'S LINEN LAWN, may be had with gold beveled edges; colored borders in gradation of colors; French borders, combining the gold bevel edges and colored borders; and the new Trianon Borders.

The many new and artistic embellishments on social correspondence papers which have found so great favor recently will be the fashionable vogue during the Fall and Winter season.

Eaton, Crane & Pike Company

Sole Manufacturing Agents

PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

NEW EMOSSERS

The Tower Manufacturing & Novelty Co., 306-308 Broadway, New York, is placing on the market an embosser for notaries public and commissioners of deeds that does the work of a \$2.50 old style lion head



seal press, retailing for \$1.50. Weight 9 ounces. See sample of work in next column.

There is also an embosser of a smaller size made to "O. K." bills similar to illustration herewith and to retail at 50 cents. The embosser is guaranteed to do first-class work and samples of the work will be sent on request. There are something like thirty other styles in single letters and monograms and address embossers which will be sent for the asking.

CHRISTMAS TIME TWINE

Christmas packages tied neatly are doubly appreciated and so the Tower Manufacturing & Novelty Co., of 306-308 Broadway, New York, has put out a handsome brass twine holder containing a ball of that rich crimson twine so popular around Christmas for tying up the gifts. No. 490 makes an ornamental desk fitting while being useful. They come packed each in a box and cost \$3 per dozen. The wise stationer is advised to get ready for old Santa.

COLONIAL BRASSES

"These are busy days for us," said L. H. Fielding, manager of the fancy goods de-

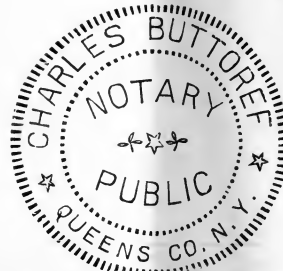
partment of the Tower Manufacturing & Novelty Co. "Every one of our fancy goods salesmen is busy and we have had to get several more from our sample sales-room at 306-308 Broadway. The great trouble seems to be to get goods fast

enough to supply the demand. Our new line of Colonial brasses seems to be one of the chief items of interest with the buyer as it contains so many new shapes and novel ideas worked up in the rich Colonial finish. For instance, we show a new six piece desk set with a 16 x 21 blotter pad, No. 713, at \$3 per set which will make a fine \$5 retail article. A similar set sold last season at \$7.50.

COMPLETE LEDGERS

The difference between a sale and a near-sale is frequently some simple detail that has been overlooked.

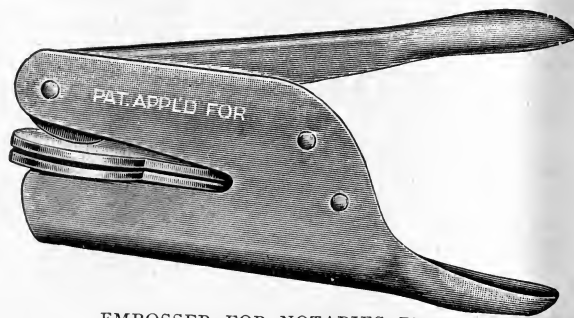
A detail that confuses can easily lose a sale.



SHOWING WORK OF NEW EMOSSER.

One of the details that loose leaf manufacturers have overlooked in the past is to make clear in their catalogues the distinction between ledgers and ledger-binders. The latter is frequently listed as a ledger.

The Boorum & Pease Loose Leaf Book Company does not propose that any such difficulty shall arise in the use of its handsome new catalogue, now in the making. Accordingly, the company is listing all ledger binders as such and using the term "ledger" to designate only a binder complete with sheets and indexes.



EMOSSER FOR NOTARIES PUBLIC.

partment of the Tower Manufacturing & Novelty Co. "Every one of our fancy goods salesmen is busy and we have had to get several more from our sample sales-room at 306-308 Broadway. The great trouble seems to be to get goods fast

This is a policy which might commend itself to the loose leaf trade generally.

DESK FITTING FOR SMOKERS

Having found such a great demand for its No. 100 and No. 110 spiral pen rack



TESTING RIBBONS

Our ribbons are tested in the office—in the sales department. Those who have to sell are more particular than those who make. Every run is tested on the particular machine for which it is intended and if it is not up to standard that run is rejected. No "nearly rights" are passed, it must be up to standard and that means a thoroughly good ribbon.

No errors in boxing, every ribbon on the right spool and prompt delivery.

We use the very best cloth and the very best inks.

We make every kind of ribbon.

Manifold Supplies Co.

A. L. Foster, Pres.

O. G. Ditmars, Vice-Pres.

180 Third Avenue

BROOKLYN, N. Y., U. S.

LOOSE LEAF LEADERS

Our reputation as **Leaders** in Loose Leaf Devices is maintained by our latest production which we now offer through the trade exclusively :: :: :: ::

THE "EXPANSO" CURRENT LEDGER BINDER



Cut to the left shows binder closed ready for use. Cut to the right shows binder ready for insertion or removal of leaves—note that one post only is upright, the other being left down to show manner of closing. To manipulate leaves both posts should be upright, which will allow top cover to be moved upward two inches and permit manipulation, that is, removal or insertion of leaves.

The only perfect and practical non-protruding sectional post binder ever devised. Holds firmly from 1 sheet to 1,000 and has the same beautiful and finished appearance as a current ledger binder. Always has 2 inches of working expansion for removing and inserting leaves.

This binder is made with two 2-inch Extensible Posts, which are hinged to a half-inch regular screw style post section, so that they can be folded down into the upper case, which closes and locks over them. When sheets are to be inserted the upper case is opened by one movement, the folding posts are lifted into an upright position, and the cover can then be expanded 2 inches for the easy removal or insertion of sheets.

This expansion is a permanent feature of the binder, and is available at all times, whether it is used with one or one thousand or more sheets. Post sections for increased capacity are added from below without the removal of the lower cover. By extending the posts and turning the binder face down, the posts will protrude through bottom cover far enough to permit of easily removing or adding sections.

SEND FOR DESCRIPTIVE CIRCULAR, PRICES AND DISCOUNTS

342 Broadway
MILWAUKEE, WIS.

Stationers Loose Leaf Co.

203 Broadway
NEW YORK CITY

"SELLS TO THE TRADE ONLY"

LAVETTE'S PATENT ENVELOPE

Attention!!

FOR MAILING PHOTOGRAPHS, FANCY CARDS, Etc.

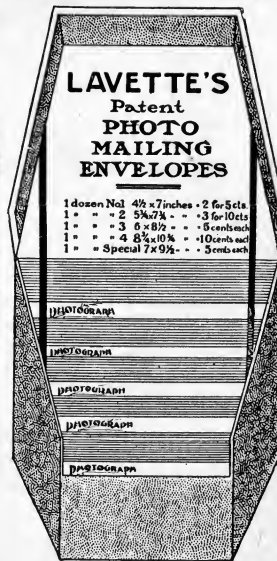
My New Display Box

THE OLD STAND-BY SINCE 1891

Pays you 150% PROFIT and on which you are PROTECTED



CLOSED



OPEN

Price per box containing 60 envelopes \$1.75 or 1 doz. each of 5 different sizes.

TRY A BOX

FOR SALE BY ALL JOBBERS

FOR PARTICULARS WRITE TO

H. C. LAVETTE

Patentee and Sole Manufacturer

333 S. Clinton Street, - CHICAGO



My New Display Box is handsome, strong and durable, containing (5) five different sizes. 1 doz. each cabinet, or Nos. 1, 2, 3, 4, and special size or (60) of my Patent Photo Mailing Envelopes. It is very attractive, handy and helps the sale of envelopes immensely. Price per box, complete, \$1.75. Should you sell any one size of either compartment you can easily refill same from your reserve stock, always keeping your stock clean. Ever since I first placed my envelopes on the market have at all times maintained but one standard, using the best stock obtainable and strictly adhered to one price to all. My envelopes are not a novelty but the best staple you ever had in stock.

These envelopes are composed of fine 60 lb. Manilla paper, reinforced by two separate pieces of pulp board, one on each side. The cut represents the envelope open with photograph laid in. Fold over back marked B and seal with gummed flaps A.

REGULAR STOCK AND PRICES.

Cabinet No.	Size	Dimensions	\$10.00 per M.	\$1.00 per 100	No. in Box
No. 2	4 1/2 x 7 inches	4 1/2 x 7	15.00	1.50	100
No. 3	5 3/4 x 7 3/4	5 3/4 x 7 3/4	25.00	2.50	100
No. 4	6 x 8 1/2	6 x 8 1/2	35.00	3.50	50
No. 5	8 3/4 x 10 3/4	8 3/4 x 10 3/4	25.00	2.50	100
No. 6	6 x 10 1/2	6 x 10 1/2	35.00	3.50	50
No. 7	8 1/2 x 11 1/2	8 1/2 x 11 1/2	35.00	3.50	50
No. 8	8 3/4 x 13	8 3/4 x 13	25.00	2.50	100
No. 9	7 x 9 1/2	7 x 9 1/2	45.50	4.55	50
No. 10	12 x 14 1/2	12 x 14 1/2	37.50	3.75	50

Look up your stock on above, and, if low, send in your orders. ANY SPECIAL SIZES MADE TO ORDER IN LOTS OF 1,000. PRICES ON APPLICATION.

and clip cup, the Tower Manufacturing and Novelty Company, of 306 Broadway, New York, has just put out to match the above a combination paper weight and cigar rest called No. 550, which can be retailed as low as 10 cents.

This article has a brushed brass base similar to No. 100 pen rack, but has a rest on top for a lighted cigar. This rest also acts as a handle to lift the weight by. No. 550 is packed one dozen in a box, and costs \$9 a gross.

BEAUTIFUL PLAYING CARDS

A new design in playing card backs and one that is destined to become very popular is that recently gotten out by the American Bank Note Company, with offices at 70 Broad street, New York. The new production is No. 4 Back in the company's 454 line. The picture is a beautiful reproduction of Van Dyke's famous painting, "Baby Stuart," which is known the



world over as one of the finest examples of child art.

The number has already proven a big seller with the company in the standard size and is now being produced in the narrow size. It retails for 50 cents and comes packed in a handsome telescope case, an idea of the appearance of which can be obtained from the company's advertisement in THE STATIONER.

The 454 line is a very popular one, particularly with the ladies, as it is well adapted for their card parties. These cards can be furnished in either plain or fabric finish and are furnished through the jobbers or shipped direct from the company's factory.

FAILING MEMORIES?

Whether memories are less retentive than they once were or correspondents are more systematic than formerly, it is difficult to state. At any rate, memory joggers such as address books, etc., are rapidly increasing in demand. They were first exploited as novelties, intended largely for the feminine purchaser. Now they are a recognized staple in the blank book business.

The National Blank Book Co. makes fifty-two different sizes and styles of address books. These range in size from $2\frac{1}{8} \times 3\frac{1}{4}$ up to $7 \times 8\frac{3}{4}$ inches; from 36 to

96 leaves, and from \$4.40 to \$27 per dozen, list price.

The National address books are beautifully bound in American Russia, black seal grain skiver, black cowhide seal, scarlet English Morocco, suede in assorted shades, Russia calf, and black tortoise grain leather. They have red, green, red bur-



nished and gilt edges; also ornamental side stamp, and complete indexes.

TOWER'S "VERONA" PENCIL

The Tower Manufacturing & Novelty Co. has just put on the market its new "Verona" lead pencil. It is hexagon in shape, with gilt tip and red rubber; finished in very fine yellow and stamped in silver. A first-class pencil for all 'round work; perfect uniform black lead, cases of fine quality cedar. It is put up one dozen in a package; half gross in a box and made in four grades, No. 1 soft, No. 2 medium, No. 3 medium hard and No. 4 hard. Stationers interested in this pencil, which is a quick seller, would do well to place this on their counters. See page 7 for further information.

THE COLOROLL ON PAPER

One of the newest things in the printing and paper-making world, and for that mat-

ing designed to secure different pattern or design effects. When the Coloroll is slowed down, the design is lengthened out, even to diminishing away, to be "small by degrees and beautifully less." An expansion core is part of the mechanism of the special printing machine which had to be invented for this unique process. To this

has to be added the trifling little fact that no "inks," as the term is ordinarily understood, are used in Coloroll printing.

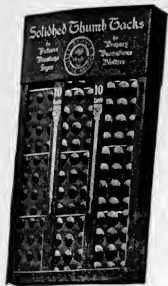
Now as to its applications. One of the most promising of its fields is the supply, unlimited in artistic variety, of wrapping papers with a distinctive design for each of the various departments of a business house. It would suit, also the makers of fancy boxes and cartons, and many lines of fancy stationery, including tissues, and should have an important service in the leather or imitation leather industries. In paper mills Colorolls, it is urged, can be used for printing the design upon the paper while that paper is actually being made. Naturally, wall papers and particularly hall papers suggest themselves as a natural field. In fact, all that is implied in the comprehensive and rather elastic term "marbleizing," seems to be fish for the net of this new printing process.



SPECIMEN JEWEL CASE—AMERICAN NEWS COMPANY.

ter in wholesale stationery, is the Coloroll. Essentially it consists of a composition printing agent upon a steel roller, intended to be revolved at will either at the same or at a different speed from that of the impression roller, this speed difference be-

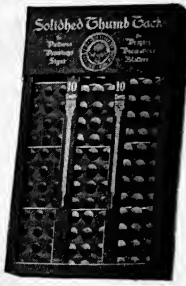
The Saturday Magazine Company has been organized in this city with a capital of \$50,000. The company will do a general printing and publishing business. Campbell McCullough, of 50 Church street, is one of the incorporators.



It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK



RELIABILITY

In selecting a Postal Scale, the one important thing to consider is reliability.

The Pelouze Postal Scales stand for both durability and reliability. They not only tell instantly the cost of postage in cents on all classes of mail matter, but also give the exact weight.

They are beautifully made in artistic designs—appropriate for the large Business House, Office, Store and Home.

They will soon pay for themselves in stamps saved. Every scale warranted.

For sale by leading dealers—Insist on getting a PELOUZE Scale.

WRITE FOR CATALOGUE



National 4 lbs.
 Union 2½ lbs.
 Columbian ... 2 lbs.
 Star 1 lb.
 Crescent 1 lb.

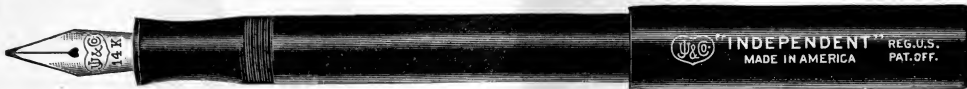


Mail and Exp. 16 lbs.
 Commercial ... 12 lbs.
 U. S. 4 lbs.
 Victor 1½ lbs.

PELOUZE SCALE & MANUFACTURING CO., 232-242 East Ohio St., CHICAGO

"INDEPENDENT" SAFETY FOUNTAIN PEN.

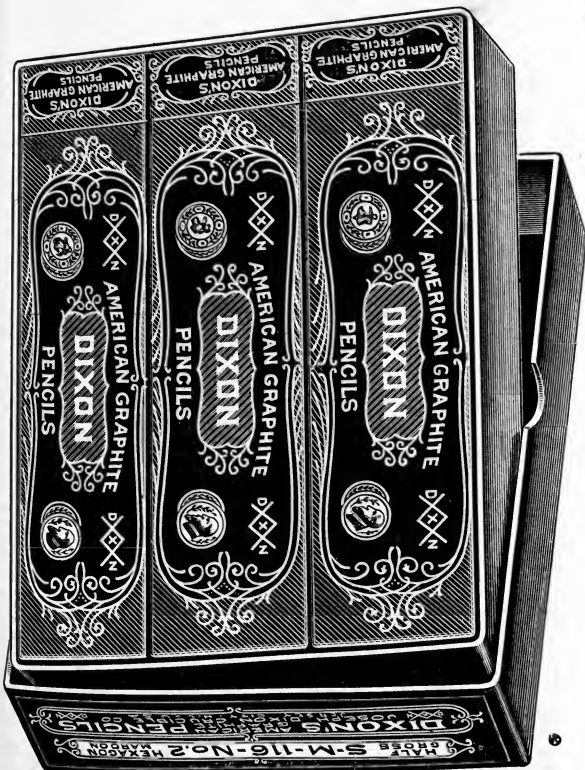
\$1.50
 With No. 2
 Gold Pen.



\$2.00
 With No. 5
 Gold Pen.

THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS.

WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUGO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE.
J. ULLRICH & CO.
 27 THAMES STREET. NEW YORK CITY



This illustrates the new packing of the

Hexagon Maroon American Graphite Pencils

The dozen boxes are beautifully embossed in gold and the pencils are the same choice quality of leads and finish so long and favorably known to the trade. The price remains the same as heretofore.

JOSEPH DIXON CRUCIBLE CO.,
 Jersey City, N. J.



BETTER ON COAST

Business on the Pacific Coast Is Improving
in All Lines—Heavy School Supply
Trade—News and Doings.

(From Our Regular Correspondent.)

SAN FRANCISCO, Cal., August 23.—The public schools and most of the private schools of San Francisco are now open, and the houses handling school supplies have had about all they could do for the past month to get the school orders out promptly. While business in every line is improving right along, this is the "between season" period for the local dealers who are not especially interested in the school supply business. The manufacturers' agents report that they are doing a better business with the larger concerns all through the State than for some time, but that the small dealers, especially in San Francisco, are not putting in heavy stocks.

NEW DEPARTMENTS IN THE EMPORIUM.

The stationery and book departments will be well represented at the opening of the new basement floor of the Emporium. A much less expensive line will be shown here than in the regular departments on the first floor. Mr. Nourse, buyer for the book department, and Mr. Martin, buyer for the stationery department, have both returned from their Fall trips to the East.

W. P. Pitrat, one of the well-known stationery dealers of Kansas City, who is making quite an extended trip all through the coast, has been visiting his friends among the local dealers before going to the southern part of the State.

The traveling men of the Dennison Manufacturing Company are now all out and report that they are doing a very fair business in the smaller towns of the coast territory. The Dennison Manufacturing Company's art rooms in the Commercial building on Market street, are now devoted to the display of the Hallowe'en goods. The special Christmas display will be opened shortly. M. B. Freeman, coast manager of this company, is now at the factory and is not expected to return to the local office until some time late in September.

H. B. Brook, traveling representative of Cooke & Cobb Company, manufacturers of stationers' supplies, is expected in San Francisco next week with several new lines of his company's goods.

MITCHELL'S LARGE POST CARD STOCK.

Edward H. Mitchell, post card manufacturer, is now planning to carry in stock a large supply of photo post cards of the principal cities and towns of the coast and of all the California, Washington and Oregon scenes which are of special interest. Ever since the opening of this photo post

card plant, large orders have been received for photo post cards to be made from photographs sent to the factory by dealers all along the coast, and Mr. Mitchell believes that it will be of material benefit to the trade if he keeps a good stock on hand. Improvements in the factory have reduced the cost of production, and the sepia and several other lines are now being offered at lower prices than before. The demand for the California flower cards, which were put on the market some months ago, continues to be quite heavy.

T. C. Van Cullian, representing Kiggins & Tooker Company, blank book manufacturers, of New York, has been in the city visiting the trade for the past week.

RUSHED WITH SCHOOL TRADE.

Mr. Peters, of Cunningham, Curtiss & Welch, says that for the past month or more they have had all they could do to fill promptly the orders for school books, and he expects this department will be very busy for some time to come, as there is a much greater demand this year than for a number of years past.

John A. Sherman, president of the Sherman Envelope Company, of Worcester, Mass., was a recent visitor to San Francisco and spent some time with Chess & Webb, the coast representatives of his company.

(Continued on page 29.)

Why We Recommend "Koh-i-noor" Products

OUT here in the great and glorious West, the name "Gill" has been synonymous of "Reliability" for forty-five years—since 1866! ¶ Portland's *Popular Pioneer Book and Stationery Store* has become *Popular* because, above everything else, our motto has always been: "RELIABILITY—Reliable Merchandise at Prices Our Customers Can Rely Upon!" ¶ And to live up to our motto, it has been necessary to buy and sell *Reliable Merchandise*. ¶ "KOH-I-NOOR" Products—"Koh-i-noor" Pencils, "Koh-i-noor" Erasers, "Mephisto" Pencils, Etc.—have been a factor in our success in maintaining our standard for *Reliability*! ¶ "KOH-I-NOOR" Products have been on our shelves every day for years and years—we are never out. ¶ Being Direct Importers, we solicit your orders, Mr. Western Merchant. ¶ Write for Trade prices today.

THE J. K. GILL CO.

PORTLAND :: "The House of Reliability" :: OREGON



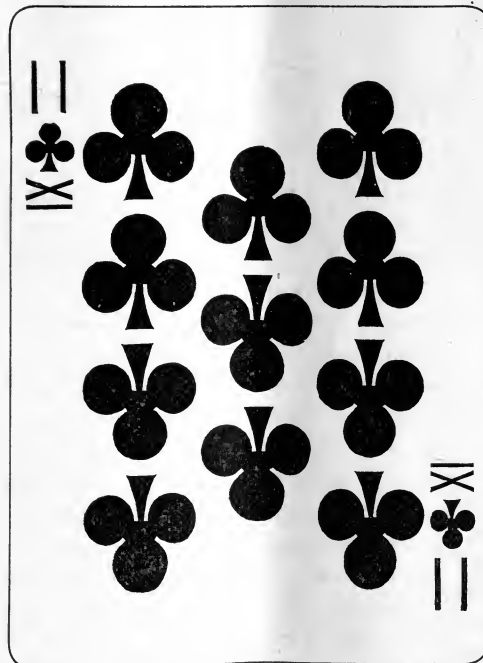
500. FIVE HUNDRED PLAYING CARDS.

WITH 11 and 12 SPOTS.

Patented, June 30, 1896.

IVORY OR AIR-CUSHION FINISH.

A club quality card
at a moderate price
—club backs suit-
able for all games—
a necessity for six-
hand Five Hundred.



ACTUAL SIZE FACE CARD.

Every dealer in
Playing Cards
should have No. 500
with 11 and 12 spots.
PRICE:
\$42.00 list, per gross
3.50 " " dozen.

For those who desire designs more elaborate we recommend
our No. 1. BIJOU Playing Cards with 11 and 12 spots.

THE UNITED STATES PLAYING CARD COMPANY, Cincinnati, U. S. A.

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

One Year.....\$2.00
Six Months..... 1.00
Three Months..... .50
Canada and Foreign Countries per year..... 3.60

Remittances may be made by draft, express or postal money order, or registered letter.

Telephone Cable Address
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London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

J. T. Peacock, Seattle, Washington, says: "I miss 'The Stationer' when it fails to arrive on time more than any other paper I read."

THE FALL SEASON

On Tuesday of next week the regular fall season begins for the trade, especially for the retailer, who will start in then with the sale of his school goods. In these there will be a rush for a few weeks, and then things will settle down to the regular routine in which all kinds of staples will share the storekeeper's attention until the holiday season begins.

But just because the active times are at school opening, Christmas and New Year's and Easter, the stationer should not sit back after the rush is over in each period. Instead, he should strive to keep up the interest of his customers by constantly having something new to show them. This he can do by keeping in close touch with the big jobbing houses, which are constantly receiving new goods from all parts of the world. These houses are only too glad to put retailers on their mailing lists, thus assuring them of early notice of the goods in stock. By this method the stationer is kept informed of what is in the market long before the new catalogues are issued

and before the traveling salesmen have a chance to get around to see all their trade. Once a store gets a reputation for up-to-dateness, its success is assured as the new articles serve as a magnet, drawing people in just to see what new things have arrived. This curiosity leads to sales, not only in the new articles, but in the whole line of staple goods also.

While most stationers have their stocks already ordered for the fall trade, still they should not lose interest in the market on that account, as there isn't a week goes by that some really good selling novelty doesn't make its appearance. These could be ordered in small quantities, and while the profit might be pretty well cut down, because of the express charge on the small package, still such purchases would be good ones, even if there was no profit at all, as these novelties act as a regular advertisement. In order to keep busy all the time the stationer should exercise forethought, looking well ahead of the regular season and placing his orders in time, so that he will have a steady stream of new goods coming in throughout the year. By this method he will find that he will have to depend less and less on the regular seasons of activity. This we think is a good pointer for retailers.

ORDER LOCKWOOD'S DIRECTORY NOW

The new 1912 edition of Lockwood's Directory will be ready for distribution about the middle of September. The book, which is revised each midsummer, comes from the press at the beginning of the busy fall season, when everybody connected with the industry needs the fresh information it contains. As an old edition is frequently misleading and sometimes worse than none at all, stationers and those in the affiliated branches, should see to it at once that their names are on our order list, else they will have to wait some time for their copies.

As all orders for the Directory are filled in the order of their receipt, those who neglect to send a request for a book will, in that event, have to wait until the first 1,000 copies are shipped; about that number being on our list each year at the time the book leaves the bindery. Those who are desirous of getting early copies should, therefore, send in their orders at once. The price of the book is three (3) dollars. Checks, money orders, etc., should be made payable to the Lockwood Trade Journal Company, 150 Nassau street, New York.

ROUNDABOUTS

BY THE TRADE LOUNGER.

As showing that a few well-pointed words will calm the vilest kicker, I want to relate just how T. M. Osborn, manager of the rubber stamp department of the Tower Novelty & Mfg. Co., did the trick last week. Mr. Osborn had sold a stamp for 75 cents, but not without intimations from the buyer that the price seemed rather high.

On his way back to his own office the customer must have made a few inquiries, because about a half hour after he had sold the stamp Mr. Osborn was called to the 'phone, and this is what he heard:

"Hello, say, Sir—I find that I can buy a good stamp for 40 or 45 cents."

"Is that so, Sir," said Osborn, "and tell me," said the Tower man, "what do you pay for milk out to your house?"

"Nine cents," came the answer. "I can buy it for six," rejoined Osborn.

Then there was silence.

When told of the incident Mr. Tower observed succinctly: "Quality counts, that's all."

The harrassing story printed in this column last week about the agonies of telephoning in Boston incited a New York stationer to send in the following letter:

DEAR LOUNGER.—The portrayal in last week's STATIONER of the maddening effect of trying to use the telephone in Boston is true to life. Unfortunately, however, those who have not actually had the experience will say "it's a fake." Only those of us who have been there can appreciate the story.

While I wanted to express my appreciation my purpose in writing you was to add to your collection of Boston stories which, owing to the peculiarities of the people, must be large. Cut short, the story amounts to this:

My wife who was visiting in Boston a few summers ago hailed a trolley one day and got aboard. And as a matter of habit, based on her New York experience, she braced herself and stood still until the shock of starting again was over. The car didn't move a peg and all eyes were upon the woman standing just inside of the doorway.

After the lapse of a few seconds one dried-up old hen, down in the corner of the car, piped up in real New England tones plainly heard all over the car. "Why doesn't that one set down.—Guess she ain't used ter riden in cars!"

President Falconer, of the National Association, was among the visitors seen in New York this week. He came to take convention matters with Secretary Byers.

TRADE PAPERS

How Subscribers and Advertisers Can Use Them to the Greatest Advantage—Instances of Value Received.

By FRANK FARRINGTON.

Written especially for THE STATIONER.

It is obvious that trade journals are today appreciated more than ever before by the retailers. The growth of the numbers of these papers and their steady increase in size, quality and advertising patronage make this evident.

It is easy to say that the journals are supported by their advertisers and that from them come their profits, but no one will advertise long in a publication which has no standing with its readers.

Trade journal advertisers are looking for

question of business you generally find that friendship ceases and you get just about what you pay for and no more. Still, co-operation will remedy to some extent this business fault.

If you think when you put up your two dollars for THE AMERICAN STATIONER that you have done all that is necessary to entitle you to all the advantages that go with a year's subscription, you fall a little short of realizing the situation.

You may be the fellow who does not believe in trade journals, though you have gone so far as to pay the subscription price for one. You sit back in your chair, and in your mind you say to THE AMERICAN STATIONER, "Come on now, I've paid for you for a year. Show me where I get my money back. What are you going to do for me?"

If that is your attitude all that THE

You give the journal no chance to do anything for you and of course it does just what you let it do. You refuse to turn over your hand to help THE AMERICAN STATIONER to help you, and of course it cannot do it.

But I am not writing this to tell you how not to use your trade journal. Quite the reverse. I want to show you how you can make it pay you more money than it has ever paid you before; in returns that you can trace.

BACKED WITH BRAINS.

In the first place you must admit that quite a lot of brains go into the making of this or of any other high-class trade journal. There are more brains and more money put into the making of these high-class journals nowadays than go into some of the general magazines.



MODEL REAL ESTATE OFFICE EQUIPMENT—WINDOW DISPLAY IN STORE OF W. H. KISTLER STATIONERY CO., DENVER, COL. (See Page 22.)

returns from their publicity expenditures, and if they fail to get them they look elsewhere for a medium. The success of the trade journal depends upon the interest taken in it by its readers. If the subscribers do not read the magazine they soon cease to be willing to give up annually the price of the subscription. If the magazine does not do anything for them they cannot see any reason why they should continue to take it, and so they stick it back into the post office marked "Refused."

QUESTIONS FOR THE DOUBTERS.

Of the man who is so far behind the times as to have no faith in the utility of his trade journal I want to ask two questions. First, have you given the journal a chance to do anything for you? Second, what have you done for the journal?

This is a dollar-for-dollar world, and its motto is "Nothing for nothing and darned little for a dollar." When it comes to a

STATIONER or any other trade paper can do for you is to visit you regularly and take the chances of your tearing off the wrapper and doing your part. The probabilities are that the most you will do will be to rip the covering off and turn over two or three leaves at a time with an occasional "Humph!" or a "What do I care about what Job Jobson is doing away out in Medicine Hat? I'm right here in Homeville and my trade is altogether different from his. Oh, hum! Well, a fool and his money are soon parted."

That is what happens when you pay your money and put on your "Show me" face and wait.

Let me tell you that if that is all the effort you are willing to make to get something out of your trade journal, you are getting all that you pay for and I don't know but more, too. A fool and his money are soon parted, very true.

I do not know of a single good journal that is not doing its best to fill its pages with matter that will be of real interest to its subscribers. The editor and the manager are more anxious to get real helps into their paper than any reader can possibly be to find them there. They are ready to pay whatever is necessary for good ideas. I have had many years' of experience in writing for such publications, and I know what I am talking about. Trade journal editors are more particular and more careful about the manuscripts they accept than the editors of any other class of publications.

If your trade journal is not covering subjects that you would like to see discussed, write to the editor and tell him so. Editors often are not merchants. They have to choose matter from their own point of

(Continued on page 30.)

BUSINESS BUILDING

A Brief Review of the Points Made in Previous Articles—Factors That Make Success—Influence of National Laws.

By A. F. SHELDON.

Formulator of the Science of Business Building and Editor of The Business Philosopher.

TALK No. 4.

By way of brief review, let us here sum up some of the points made in previous articles.

First, "Business Building" is the Art of securing permanent and profitable patronage.

Second, Success in Life, Commercially, hinges there.

Third, Everybody is, or should be, a "Business Builder."

Fourth, Everyone engaged in useful effort has something to sell—service or otherwise.

Fifth, Salesmanship is the disposal of that which one has for sale at a profit.

Sixth, The key to this is Service.

Seventh, Money is Effect, while Service is Cause; just as Heat is Effect, while Fire is Cause.

Eighth, He who wants much heat of Profit must build a goodly fire of Service.

Ninth, The Salesmen in the world of commerce are our Commercial Institutions. Each is a composite being.

Tenth, The power of the institution to persuade the buying public to Purchase Its Product at a profit is in proportion to the Service it renders.

Eleventh, This in turn depends upon the Efficiency of each individual in the institution.

Twelfth, The Success of any Institution is the Sum of the Success of the Units in it.

Thirteenth, A house is known by the customers it gets and keeps. Everyone connected with the house has something to do with this.

Fourteenth, Business is Man Power plus Money Power, but in final analysis it is all a question of Man Power, because Money is Effect, of which the Service Rendering Power of Man is the Cause.

We now come to the important question, Upon What Does Man's Power to Render Service Depend?

The answer is seemingly simple, but far-reaching:

It Depends Upon His Obedience to, or Working in Harmony With Natural Law.

A Law is a Rule of Action or Conduct. Men get together in legislative halls and make certain rules of action or conduct for the government of its citizens. You and I must live in harmony with these laws or else lose our right to citizenship.

Nature has made certain unwritten rules of action or conduct. We must either live

in harmony with them or else lose our Rights to Success.

In the realm of man-made laws ignorance of the law excuses no man. It is just so in the realm of natural law.

Let me illustrate just what I mean by an example:

A young man told me he was in hard luck, having lost his job. I asked him how that happened. He said he had come to work late several times and the manager was cranky and fired him. I asked him why it was that he was late. Said he overslept. I questioned him what occasioned that. He replied that he had been out too late "with the boys."

Then I said to that young man, "You are not a victim of hard luck. A natural law of success was made when man was made, which if put in writing would read, If You Would be Successful You Must Be On Time."

"Thou shalt not be late," is a mandate of the Almighty.

If Blucher had not arrived on time Wellington would not have won the Battle of Waterloo; if Grouchy had arrived on time, Napoleon would not have lost it.

If the aspirant for commercial success had not missed his train by being late, he would have sold a big order; but since he missed it, a Real Salesman was on the ground before him, and so the house of the aspirant lost the sale—was done out of Profit, and the aspirant himself missed his commission—did himself out of Profit.

"Train Missers" and "Out-With-The-Boys" type of men are not the type that make the Real Salesmen—the Business Builders.

NATURAL LAWS.

Great men and great institutions reflect nature's laws. The astronomer banks on this law. He can focus his telescope on a given point in the heavens and rest with faith, knowing the heavenly body scheduled to appear at a certain time will appear, because he knows Nature's law of being on time.

Some seem to try to distinguish between Nature and Human Nature. The Human Being is the apex, the pinnacle of nature; her Highest Creation. Man cannot violate natural law with impunity. If he does, he must pay the penalty in the subtraction from the otherwise possible Totality of His Success.

The penalty may be very slight. It sometimes is so slight that it is not noticed. The penalty is paid, however.

Any one who violates Natural Law in the Business World to any degree is less successful than he otherwise would have been.

Violate enough of the Laws of Health, and one pays the Penalty in Death.

Violate enough of the Laws of Success, and one pays the Penalty in Failure.

Many obey the natural Laws of Success knowingly, consciously.

Many work in harmony with many of them unconsciously.

Millions violate many Natural Laws of Success; some consciously, many more unconsciously.

In number the Natural Laws of Success are many, but they can be boiled down to Four Injunctions.

The first of these four was given by Socrates several thousand years ago, when he said, "Man, Know Thyself."

Add to this Socratic Injunction these words, "and how to develop your Success Qualities," and the First of the Four Injunctions is complete.

I shall discuss this in Talk No. 5.

A Model Real Estate Office

In July there was held in Denver the National Convention of Real Estate Dealers, and Denver, with its usual enterprise, got up a week's entertainment, including an industrial parade, which was witnessed by over one hundred thousand people. The W. H. Kistler Stationery Company, with commendable enterprise, took advantage of this opportunity and prepared as a star attraction a model real estate office which occupied the entire stage of the hall where the convention was held.

This stage the company converted into a model real estate office where they had an opportunity of showing in actual working order every mechanical labor-saving device and filing system that could be of any possible use and service to promote efficiency in the real estate business. The show was such a conspicuous success that the trade will no doubt be glad to use the illustration which is shown herewith.

It should be stated in this connection that all the filing equipments of wood and steel used in this office was manufactured by the Globe-Wernicke Company, for which the W. H. Kistler Stationery Company are sole agents.

Roger Reynolds, of 251 Kearney street, San Francisco, is going to open a store on Sutter street, near Stockton, that city, about the first of November, and will carry a general line of papeterie, art goods, cards, tally cards, novelties, etc. Heretofore he has been selling office supplies exclusively at the above address and will therefore be in the market now for these other goods.

The Schwabacher-Frey Stationery Co., of San Francisco, Cal., has just sent out an announcement of the opening of its new wholesale and retail store located at 541 Market street, opposite Sansome street, that city. In its new store the company carries a complete stock of stationery and leather goods of the highest quality. Its factory, at 555 Folsom street, is well equipped to handle all kinds of printing and lithographing.

Perry Graziano has opened a new Catholic book store at 10 Mohawk street, Utica, N. Y.

VENUS
PERFECT-PENCILS

CORRESPONDENCE SOLICITED.

DO NOT FORGET

to replenish your stock with

VENUS PENCILS

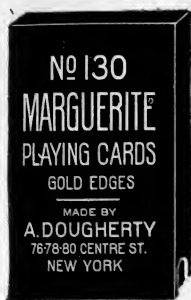
17 BLACK, 6B to 9H

2 COPYING, MEDIUM AND HARD

Your stock is incomplete without them

AMERICAN LEAD PENCIL CO., 73 WEST 4th STREET, NEW YORK
173 LOWER CLAPTON RD., LONDON, N. E.

DOUGHERTY'S PLAYING CARDS



KNOWN FOR MORE THAN HALF A CENTURY
No. 130 MARGUERITES | **No. 9 TALLY-HO**

GOLD EDGES WHIST SIZE
LINOID OR ENAMEL FINISH

SOMETHING NEW

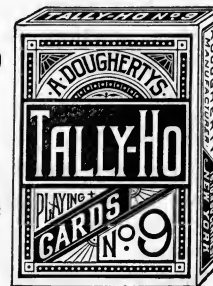
A Perfumed Card

Six floral back designs in natural colors.
A valuable coupon in each pack

LINOID OR ENAMEL FINISH

The Best 25c. Card Made

Good Assortment of Designs



A. DOUGHERTY, 139-141 Franklin St., NEW YORK

HARTSHORN SHADE ROLLERS
ARE NEVER DEAD STOCK



Notice name on label and be sure you get the genuine

STEWART HARTSHORN CO.

Office and Main Factory, E. Newark, N. J.



MANN'S COPYING BOOKS AND PAPER

Established Lines to Meet Every Requirement
Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA

TYPEWRITER CARBONS & RIBBONS



PERFECT SATISFACTION GUARANTEED

A trial order will explain why.

INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
INT. CARBON PAPER CO. 22 Qcince St., CHICAGO

1912

EXCELSIOR DIARIES

NOW READY



KIGGINS & TOOKER CO. 35-37 Park Place
NEW YORK

ABOUT ENVELOPES

Their Sizes, Shapes, Colors, Etc., Together With Historical Outline of Development of Present Standards.

An envelope may be tersely described in the following words: Size, quality, shape and color. In these few words lie a mass of technical detail that lead to almost endless variation.

Regarding size, the opinion we have already expressed in favor of a uniform description that will denote a given size is applied with even greater force to envelopes, says a writer in *The Stationery Trade Journal*, of London, England. The variation of $\frac{1}{8}$ and 1-16 of an inch in envelopes supplied to take a given size of paper is very tantalizing to the stationer who deals with several manufacturers.

For practical purposes envelopes are divided into two classes (a) court or square sizes; (b) commercial or oblong sizes.

In the early days postal weight had to be carefully considered, and it was necessary to fold the paper into the smallest possible size to conveniently take the enclosure. Thus, private note paper in Small Post size was folded in three, which naturally took a smaller envelope than the more modern fashion of folding in half. In determining the size of envelope required it is a good rule to allow a quarter of an inch margin each way larger than the enclosure.

SHOULD MATCH THE PAPER.

It should also be generally understood that an envelope is made to match the note paper, not the note paper the envelope.

While modern adjustable machinery enables a manufacturer to machine-fold almost any size envelope, the following are the generally adopted standard sizes to accompany note paper or letter paper both for business and private use:

NOTE PAPER.

Albert	6	x	4
Post Octavo	7	x	4½
Large Post 8vo	8	x	5
Medium Octavo	8¾	x	5¾
Regina	5¾	x	4½
Duchess	6	x	4½
Rex	6½	x	5
Prince	6½	x	5
Duke	7½	x	5½

ENVELOPES—SQUARE SIZES.

Alibert Court	4½	x	3¼
Octavo Court	4¾	x	3¾
Large 8vo. Court	5¼	x	4¼
Medium 8vo. Court	5¾	x	4½
Regina Court	4¾	x	3¾
Duchess Court	4¾	x	3¼
Rex Court	5¼	x	3½
Prince Court	5¼	x	3½
Duke Court	5¾	x	3¾

LETTER PAPER.

Post 4to, 9 x 7, folded	7½	x	5
Large Post 4to, 10 x 8, folded	..	8¼	x	5
Medium 4to, 11 x 8½, folded	9	x	6

In commercial or typewriting papers it is the general custom to fold in three, and the commercial size envelopes for this purpose are generally expressed by a size number for convenience in ordering, and varies with the different manufacturers. Those generally recognized are:

No. 6	5¾	x	3¾
No. 7	6	x	3¾
No. 7½	5¾	x	3½
No. 8	5¾	x	3¾
No. 8½	6¼	x	3¾

Another size introduced by the Americans is one that has met with considerable acceptance, and combines the length of No. 7 and width of No. 7½, viz., 6 x 3½.

In ordinary envelopes it is always advisable to give the size in inches, apart altogether from the maker's number that indicates a given size. For example, the best known of the commercial sizes, 5¾ x 3½, with many makers is called 7½ size, with others No. 11B. Another example may be quoted. The Small Commercial, 5¾ x 3¾, is usually styled No. 6. It is also called No. 7, hence the necessity of having the area stated.

Before leaving the question of size it may be interesting to note that the three-fold Small Post Octavo envelopes was known as No. 4, with an area of 4¾ x 2¾. This size for all practical purposes is now obsolete.

The introduction of the Court shape or Octavo in half was, I think, due to the late Mr. Rothney (of John Dickinson & Co.), and Mr. William Rock (of Rock Bros.), and called by them "New Court Shape." Competing houses designated them "West End" shape, and both these descriptions are in use to this day.

ALL QUALITIES USED.

Regarding the quality of an envelope, there is no finale, all classes of paper pay tribute to the demand. It is, of course, obvious to those who take an interest and pride in their stationery that the envelope must match the note paper they use. Apart from this, while any sort of envelope may serve for conveying the enclosure through the post, it is in the commercial realm that the outer or envelope bears no resemblance to the quality of paper it encloses.

Speaking generally an envelope is only required to give reasonable security in transit, and having served that purpose fills the waste paper basket.

We have dealt with the designation of quality in flat papers, but in envelope papers there are several characteristics that are necessary.

1. As the writing is on one side only, it is not absolutely necessary to give the

under side the same finish. It will therefore be noted that most envelopes are rougher on the inside, this characteristic not only aids in manufacturing but adds a little to the "spongyness" or bulking property in making a packet more presentable.

2. The top side or right side of paper required for envelopes must be sufficiently sized to allow it to be written upon without the ink spreading. In the very cheap envelopes, especially Manilas, a defect of this kind spoils the appearance of a written address and adds to the difficulties of the Post Office sorters.

3. Envelope paper having to be cut into shapes of varying angles, must be made more pitiable so that the mechanical operation of folding shall render the paper as far as possible free from "cracking" on the edges.

4. Envelope papers should have more "opacity" than writing papers. Nothing is more displeasing to the user than to be able to see the writing on the paper through the envelope, and herein lies the necessity when thin papers are used for envelopes of having them opaqued by an additional operation of coloring, printing or tissue lining.

It is pleasing to note that in these various characteristics the paper makers endeavor to help the manufacturer in complying with these requirements as far as the capacity of the paper mill will allow. It is also worth mentioning in connection with the opacity of envelope papers, that in high-class qualities the operation of tub-sizing has a tendency to make papers rather more transparent, so that for the purposes of envelope manufacture engine-sized papers in this respect are preferable. The use of envelopes for sending printed matter through the post is really responsible for the greater variety of qualities of paper used in their manufacture.

SHAPE.

The size of an envelope represents the face area, the shape represents all the work at the back. Here we enter into the question of taste, the fads and fancies of buyers, and incidentally nearly all the troubles of the manufacturer. No matter what the size of the envelope the shape is the principal consideration, and really ranks more important proportionately than size or quality.

(To be Continued.)

The American Envelope Company, of West Carrollton, Ohio, is preparing to build an extensive addition to its plant. An architect is drawing plans for a four-story brick structure which, it is expected, will be completed by early fall. The addition is designed to meet the growing demands of all the business, which has been extended by aggressive work. The company is affiliated with the Friend Paper Company, and manufactures envelopes and papeteries.

ARE YOU READY

For the Fall Trade

Order your new subjects now. You can get the cards quickly from us and at the same time be certain that quality will be top-notch.
Try Our New Monotone Style.

500 for \$4.⁰⁰; 1,000 for \$5.⁵⁰

Made from any Photo and delivered in from two to three weeks' time. There is life and snap to our cards. They stand out from the "ordinaries."

Buy your View Post Cards from the house that makes most of the BEST ones seen in the Central and Western States. Prices right and SUPREME QUALITY at the PRICE.

"It's to your advantage to send for Samples to-day."

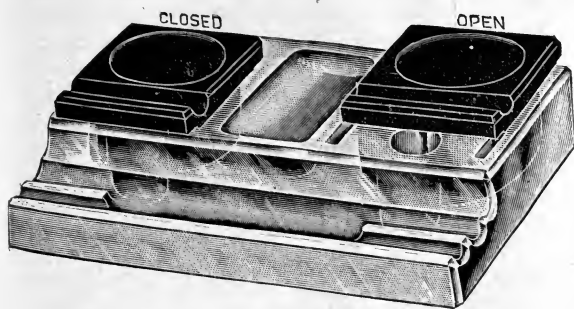


E. C. KROPP & CO.

230 JEFFERSON ST.

MILWAUKEE, WIS.

Manufacturers since 1898



\$6.00 PER DOZEN

**The Victor of all
Victors, No. 95**



THE WEEKS-NUMAN CO.

ORIGINATORS

39-41 Park Place, New York, N. Y.

**If it's Anything in the Line of
Paper for Stationer or Printer**

WE HAVE IT

CARTER, RICE & CO., Corporation

BOSTON, MASS.

**SWAN
SAFETY**

The Pen of Quality

**Are you looking for
Quality in a fountain
pen? If you are
investigate the
SWAN
SAFETY**



**QUALITY
AND
HANDSOME
PROFITS**

Note a few of the prominent selling features of the Swan Safety M. T. & Co. Gold Pen.

Gold top feed.
Patent "ladder" underfeed.
Patent screw cap.
Absolutely non-leakable.

A Pen to Interest Your Customer

PRICES, from \$2.50 Send for Particulars and Samples for Trial

MABIE, TODD & CO.

17 Maiden Lane

NEW YORK



Chicago



Toronto

"PAPERS OF QUALITY"

MOUNTAIN MILL SNOWDRIFT

A new idea in papers, made particularly for letter heads—Beautiful White, Soft, Mellow Surface; a relief from Harsh, Hard Surface Bonds.

MADE BY

LEE, MASS.

MOUNTAIN MILL PAPER COMPANY

LIST OF MOUNTAIN MILL SNOWDRIFT SELLING AGENTS:

- | | |
|--|---|
| WM. H. CLAFLIN & CO, INC'D.....No. 332 Summer St., Boston, Mass. | JOHN LESLIE PAPER CO.....Minneapolis, Minn. |
| HOWARD FISHER PAPER CO.....Baltimore, Md. | THE E. A. BOUER COMPANY.....Milwaukee, Wis. |
| MIDLAND PAPER CO.....No. 332 West Washington St., Chicago, Ill. | BEEKMAN PAPER & CARD CO.....No. 56 Beekman St., New York. |
| KINGSLEY PAPER CO.....Cleveland, Ohio. | F. D. SARGENT.....No. 13 North Pearl St., Albany, N. Y. |
| DIEM & WING PAPER CO.....Cincinnati, Mich. | WESTERN PENNSYLVANIA PAPER CO.....Pittsburgh, Pa. |
| BEECHER, PECK & LEWIS CO.....Detroit, Mich. | A. HARTUNG & CO.....No. 24-26 South Marshall St., Philadelphia, Pa. |
| JOHNSTON PAPER CO.....South Market Square, Harrisburg, Pa. | O. W. BRADLEY PAPER CO.....St. Louis, Mo. |
| THE C. P. LESH PAPER CO.....Indianapolis, Ind. | ZELLERBACH PAPER CO.....San Francisco, Cal. |
| BENEDICT PAPER CO.....Kansas City, Mo. | F. G. LESLIE & CO.....No. 240 East Fourth St., St. Paul, Minn. |
| | A. M. CAPEN'S SONS, Export Agents.....No. 60 Pearl St., New York. |

PAPER KNOWLEDGE

Stationers Should Be Conversant With Indexing and Filing Cards, Etc., and Qualities of Material.

Vertical filing and card indexing systems have long since proved their value as a development in office and factory routine. To be abreast of the times it is essential that the stationer himself should be conversant with the component parts of the systems and the uses thereof. Complementing this knowledge should be a well grounded experience in qualities, and the reasons for certain characteristics required under varying conditions. To help to this end a brief survey will be made of the component parts of the system, and a few remarks added on the qualities and characteristics of the material used.

Broadly speaking, the systems can be classified as two, the vertical filing and the card indexing.

The vertical file presents the simplest method of distributing correspondence, etc., while it is obviously the quickest way to drop on required matter. Added to this, it is easy to use by the inexperienced person. It consists of a drawer or box (or cabinet containing series of same) to hold cards or correspondence filed away under an indexing system in vertical position. Guide cards appear at regular intervals to point out the positions of the folders which hold the papers or cards and which follow the guide cards. The folders are usually strong and durable manila sheets with a projecting tab at the top to bear such information as name, number or alphabetical array. It may be remarked in passing that the tab of a folder should never require to be handled at all, hence it is not subjected to appreciable wear and tear.

GUIDE CARDS.

The guide cards which subdivide the folders into minor divisions of the alphabet, or, on the other hand, into numerical order, are composed of very stout card, or strong manila board. They may be colored to designate certain subjects, a different color to each, although it is usual to make but three or five stock shades, as buff (for correspondence), blue (for invoices), and red (for receipts), added shades being salmon and white or green. The guide cards for folders bear projections at the head, the width of the projection corresponding to the number of positions or cuts required. Thus we may assume as few as one, or as many as ten positions for the tab, necessitating in the latter case a very narrow tab, in fact a tab slightly under one-tenth the width of the card. The usual sizes for folders and their guide cards are 4to ($11\frac{3}{4} \times 9$) and foolscap ($13\frac{3}{4} \times 9$), although many other special sizes are asked to be made to order.

When handling these goods it is necessary to have some idea of the number which go to make an inch, an average computation being 80 to 120 folders and about 40 guide cards respectively.

CARD INDEXING.

In the card indexing system the component parts, apart from the furniture, are plain record cards, or tabbed record cards, and guide cards. These record cards, interspersed by guide cards, are arranged in shallow trays similar to vertical file drawers, and they possess the advantage over book systems inasmuch as they can always be added to or taken from without destroying or disturbing the alphabetical or numerical order.

The cards are made in three standard sizes (some makers run to five or six sizes), namely:

$$\begin{aligned} 8 \times 5 + \text{tab.} \\ 6 \times 4 + \text{tab.} \\ 5 \times 3 + \text{tab.} \end{aligned}$$

They are supplied in three thicknesses: thick, medium and thin, or heavy, medium and light. The guide cards, according to their function are much thicker than the record cards. The record cards bear the desired information and are ruled and printed in a large number of patterns suiting various requirements. The guide cards are really to direct the user to the place where the information may be found, and they are shaped with projecting tabs of any desired style or size, depending upon the number of positions requisite for the tabs. Thus the tabs may be as 1, 2, 3, 4, or 5 positions, or any number. In the case of 1 position the tabs extend almost full width of the card and fall directly behind each other, but with a larger number of positions, the tabs run in slanting series. To further aid distinctiveness both guide and record cards are made in sets of colors, which system lends itself readily to such classifications as weekly, monthly, quarterly accounts, etc. Three colors only of guide cards are usual, blue, buff, and salmon, or buff, pink and blue.

HOW RECORD CARDS ARE STOCKED.

Record cards are stocked in two varieties, i. e., with tab, or without tab. The latter depend solely upon the guide cards for classification. Tabbed record cards augment the service of the guide cards and may be used to form a double classification of the subjects. Necessarily, the amount of information carried upon the tab of a record card is limited, for the available space is small, the tab measuring probably but $\frac{5}{12}$ in. wide by $\frac{3}{10}$ in. high. A letter or numeral is all that is required, however, and with this help on the record card, augmented by broader classification on the guide card, exceedingly intricate subjects are rendered most simple in working. Cross indexing in perfectly systematic and easy fashion is accomplished in a

manner impossible in the case of an ordinary book. Furthermore, the use of tabs renders unnecessary the introduction of a range of colors to subdivide subjects and parts.

It is, of course, understood that all the cards and other material used in these systems are punched at the bottom edge, in the center, with a hole of shape designed to the sliding rod which is fitted in the bottom of the drawer or tray. By this means perfect position and alignment of the cards is assured. With different systems the shape of the punched hole varies, sometimes forming a T-shaped slot.

FUNCTIONS AND QUALITIES OF THE CARDS.

From the nature of the functions performed by the cards, folders, etc., of the system, it is evident that very high quality is necessary in the material. Guide cards particularly are required to withstand a tremendous amount of handling and wear and tear, for they are likely to remain in use for years without renewal. Record cards are transferred from the tray as they are finished with, hence they are hardly subjected to the wear which guide cards receive. Nevertheless, the importance of the information borne upon the record cards necessitates the highest quality of material, in order to retain perfect shape and withstand the ravages of time. Owing to the amount of writing performed upon record cards, a fine writing surface is essential, while to maintain neatness and repel dust the edges of the cards must be cleanly cut without the trace of a burr. Whilst on this point it may not be known to many readers that the cut from an ordinary guillotine knife through a pile of cards results in a clean cut edge to the inner portion, but a burred edge to the outer. Hence, to get all clean edges, two cuts are necessary. Another point worth mentioning in connection with record cards is that where plain and punched cards are required to be ruled to a pattern, not the slightest difficulty is encountered in ruling over the punched hole. The pens glide over just as though no punching had been performed.

KNOWLEDGE NECESSARY IN ORDERING.

The knowledge required in placing or executing an order for card index systems consists of: quantity, quality, thickness, color, size (exclusive of tab), position of tabs at head, ruling, printing, and rod punch shape. This applies to either folders, guide cards, or record cards.

The qualities of material used for record and guide cards may consist of any of the following: bristol board, ivory board, cardboard, pulpboard, pasteboard and manilla board. The characteristics of each will be dealt with in the next of the series, when means for distinction and detection will also be touched upon.

A bird in the hand is worth two in the bush. Known but—

EXCLUSIVE PATTERNS

IN

School Bags, Pencil Boxes and Incidentals

FOR THE SCHOLAR

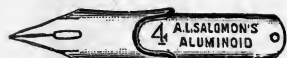
SPECIALTIES AND NOVELTIES FOR THE STATIONERY TRADE

A. L. SALOMON & COMPANY

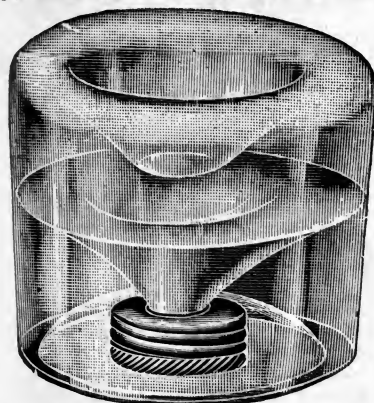
Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST., NEW YORK

PEN AND INSURANCE PENCIL

Something that practically every user of a pen or pencil requires, and the better the pen or pencil, the more necessary it becomes



There is still some desirable territory left for jobbers who are not now handling **THE MODERN "B" PEN AND PENCIL CLIP**

It helps to insure the safety of the pen or pencil and is a great convenience. The most popular and best clip made.



Made in three finishes, Nickel, Gilt and Gun Metal. Packed three dozen in easel box on display card. \$3.00 per gross to dealers and worth it. See that your stock is complete.

THE HOGE MFG. CO., - - 106-8 Fulton Street, New York
Also "MODERN B" Thumb Tacks, Modern Gem Paper Clips, Etc.

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure. We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

SEND for SAMPLE NON-LEAK, SELF-FILLER on APPROVAL



FITTED WITH 14 Kt. No. 2 PEN

\$8.00 Per Dozen

DURYEA COMPANY, 108 FULTON STREET, NEW YORK

NEW PATENTS

Davis & Davis, Washington patent attorneys, report the grant this week of the following patents:

1,001,689—Stamp Handle. A. H. Rogers, Springfield, Mass.

1,001,824—Stencil Duplicating Apparatus. A. B. Dick, Lake Forest, Ill.

1,002,058—Carboy Sheet. P. Hano, New York, N. Y.

1,002,194—Envelope Sealing and Stamping Apparatus, E. J. Brousseau, Chicago, Ill.

Broadway Ramblers' Outing

The Broadway Ramblers, otherwise known as the employees of the Tower Mfg. & Novelty Co., of 306 Broadway, New York, will hold their Sixth Annual Outing and Games on Sunday, September 10, at Eitner's Midland Park, Staten Island. The tickets are \$3.50, for which breakfast, dinner and refreshments will be served, to say nothing of the pleasure that is thrown in in the way of games, bowling and various kinds of contests. As the games are open to all there should be some fun, the Tower outfit containing a bunch of prize winners that delight to "put it over" on would-be aspirants for honors.

Tickets for this outing should be secured at once, as late comers may have to walk on water in order to join the crowd, unless they secure their transportation without delay. Those in the trade who want to place a first mortgage on a Sabbath day's fun had better send in their application for tickets—(with \$3.50 per) P. D. Q., else they may go astray on the Lord's day—two weeks hence—and spend their time in some place where nothing blooms for want of the sun. So get busy, dig down and come along with the Ramblers and spend a day with Mother Nature—with a little exhilaration on the side—come one,

come all. Applications for tickets—with check, should be addressed to J. C. Griffin, treasurer, Outing Committee, 306 Broadway, New York.

"Beautiful" Boston

"Boston Days," by Lillian Whiting (Little, Brown & Co.), is a reprint, with a supplementary chapter, of a book which first appeared nearly ten years ago. That it has been thought worth reprinting is sufficient proof that it has found an audience. We wonder just what audience? No doubt there are Boston worshippers to be found here and there all over the country. They will find here everything that can be said in praise of that commendable city, and some things that cannot. The word "Boston" is a voluptuous morsel under Miss Whiting's tongue, and she writes voluptuously upon that word as a text. In the chapters which made up the original book there was a good deal of material about which to write, and, though the present writer found comparatively little that was really fresh to say, it was not necessary for her to have recourse to mere verbiage and gush.

The epithets "beautiful" and "wonderful" were somewhat overemployed, but there were things and persons deserving of even such terms in the Boston of a generation ago; and it was always possible to turn to Cambridge or Concord when the strictly local matter ran out.

Now we do not venture to suggest that wonder and beauty are lacking in the Boston of today; but we do think such writing as Miss Whiting's supplementary chapter gives little assistance in finding those virtues. Here is a good deal of scattering information with regard to changed landmarks, new movements, civic and artistic,

and so on. But a great part of the new chapter is given to personalities.

Miss Whiting's summing up (after due tribute to other fellow-writers of the Boston Author's Club) is in this high strain of optimism: "The illustrious Past of Boston is but the foundation, the pre-determining condition, out of which still more glorious achievements shall arise." Amen; but we have our suspicion that the star of genius is traveling westward. We shall see, no doubt, the rise of a bigger, busier, and altogether "bullier" Boston.

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 20 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

Answers can come in our care, and will be promptly forwarded without extra charge. All should be sent to the New York office, 150 Nassau Street.

Cash must accompany order.

SEALED BIDS will be received by the Board of Water Supply, at its offices, seventh floor, 165 Broadway, New York, until 11 A. M., on Friday, September 22, 1911, for Contract Z, for furnishing and delivering stationery supplies.

At the above place and time the bids will be publicly opened and read. Pamphlets containing information for bidders can be obtained at the above address by depositing the sum of five dollars (\$5.00) for each pamphlet. For further particulars see information for Bidders.

CHARLES STRAUSS,

President,

CHARLES N. CHADWICK,

JOHN F. GALVIN,

Commissioners of the Board of Water Supply.
JOSEPH P. MORRISSEY,
Secretary.

YOUNG MAN as inside salesman in stationery store, experienced, energetic and willing. Good position to right person. Best references required. A. Pomerantz & Co., Philadelphia, Penn.

WANTED—One young man who knows commercial stationery and likes it and wants a chance to get ahead. He will have to be a live one. Rush answer. Address your application and references to W. K. Stewart, Pres. W. K. Stewart Co., Indianapolis, Ind.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

Having sold my interest in the Hoge Mfg. Co.

I want exclusive agency for Boston, New York, Philadelphia, Baltimore and Washington. Am known to retail and jobbing trade.

Hampden Hoge,
108 Fulton St., N. Y.

THE NELSON CORPORATION
EXCLUSIVE MAKERS OF EVERY KIND
AND STYLE OF LOOSE LEAF BINDING
DEVICE FOR THE RETAIL TRADE.
RULED AND PRINTED SHEETS FOR SAME.
443 WELLS ST., CHICAGO, ILL., U.S.A.

Crayons

"STAONAL"
For Kindergarten, Marking
and Checking.

"DUREL"
Hard Pressed for Pastel
Effects.

"CRAYOLA"
For General Color Work,
Stenciling, Arts and Crafts.

"AN-DU-SEPTIC"
Dustless White and
Colored Chalks.

Samples furnished upon
application.

BINNEY & SMITH CO.
81-83 Fulton St., New York

Jewish New Year Cards

SOLD BY

Thompson Smith Company
263 Fifth Ave. New York

Write for Samples

Engraved in Hebrew and English

PRICE \$2.50 PER 100

Gold Beve'd Cards or Folders each in an envelope.

BETTER ON COAST

(Continued from page 18.)

The White House has just received a large line of new correspondence paper and cards which is just now being displayed in the stationery and book department. One case is devoted to the new Helen pink stationery which is finding a ready sale in San Francisco just now. Mr. Sommers, of this department, says that the demand for correspondence cards will be heavier this winter than ever before in San Francisco, and that the sale of these has rapidly increased for the past two or three months. The European novelties for the Fall and Winter stock are beginning to arrive, and several new lines of place cards, souvenirs and Hallowe'en favors have already been shown. One of the newest novelties here is the line of card and ash trays made from the copper plates from which wedding invitations and announcements have been made. Mr. Sommers says these have found quite a ready sale with the persons who have had their engraving work done in this department.

TO OPEN STATIONERY DEPARTMENT.

The first of September the City of Paris, the large Stockton street department store, will open a stationery department and writing room in the large section on the first floor now devoted to the evening dress display. Only the finest lines will be carried. J. S. Dodge, who was a prominent San Francisco stationer before the fire, but who has been away from the city for some time, will have the management of the department.

Chess & Webb, Pacific Coast representatives of a number of Eastern lines, have recently taken the local agency for the Kalamazoo Paper Company's tablets, to be sold to jobbers exclusively. Mr. Chess, of this firm, says that they are receiving more orders from the larger concerns along the coast, but that there is a tendency among the small dealers to hold back. Mr. Webb is now on his Fall trip through the Northwest territory.

Miss Gerard, the water color artist employed by Chess & Webb, is back at the office in the Commercial Building after a three weeks' vacation.

A. S. Alfred, traveling representative of Geo. P. Hurd & Co., of New York, is now in San Francisco.

A new stationery store is to be opened at 307 Ellis street, by Mr. Van Barpart.

ALLEN.

The several representatives of M. Kamenstein, manufacturer of cash boxes and other specialties of a kindred nature, 394 Hudson street, New York City, are all out now and give promise of sending in some good orders. The Kamenstein line has met with considerable success in the trade, and is now stocked by many of the leading houses throughout the country.

A MONEY MAKER!

For Every Stationer.

THE AMERICAN STATIONER

BELOW ARE A FEW QUOTATIONS FROM HUNDREDS OF LETTERS FROM ALL OVER THE COUNTRY, WHICH COME UNSOLICITED FROM SUBSCRIBERS TESTIFYING TO THE GREAT VALUE OF THE STATIONER

Must Have It

The Caldwell-Sites Company, who recently opened another store in Bristol, Va.-Tenn., write from Roanoke: "Enclosed find check for \$4 to cover subscription to THE STATIONER for our Roanoke house, and also please enter subscription to Caldwell-Sites Company, Bristol, Va.-Tenn. THE STATIONER has been a very important factor in our business here, and we feel that we must have it in our new business."

A Great Help

Hunt and Fossil, S. en C., Mexico, D. F., write: "Your paper is a great help to us in keeping us informed of the changes in the stationery trade and the new articles which are produced and which may be profitable for us to handle in this country."

It Increased His Profits

Mr. M. E. Carlton, Flint, Mich.: "I took your journal last year, and I made more money that year than ever before. I take pleasure, therefore, in renewing my subscription."

Never Begrudges the Money

Diefendorf and Walters, Fort Plain, N. J., write: "Enclosed find our check for \$2.00, to renew subscription to AMERICAN STATIONER for another year. We never begrudge the money spent for your publication."

Appreciates Its Usefulness

E. J. Goldsmith, of Goldsmith Brothers, San Francisco, writes: "I enclose post office order for \$2 to pay subscription to THE AMERICAN STATIONER for one year. I always find matters of interest in it and appreciate its usefulness."

Will Always Want It

The Chico Book Store, Chico, Cal., writes: "We shall want THE AMERICAN STATIONER for another year, and for as many more as we may be in the stationery business."

A Subscriber Since 1879

Mr. S. Brett, of Muskogee, Oklahoma: "I commenced reading your Yellow Back Publication in 1879, and have been a continuous subscriber and reader of your publication ever since. Generally I am not given to reading yellow back literature, but I must say I enjoy yours. Enclosed find draft for \$2 for another year."

Last to Be Dispensed With

The Alpha Beta, New York City, write under date of November 6th, '08: "We have been retrenching all this year and cutting down expenses, but the last item on the list of things that could be dispensed with was THE AMERICAN STATIONER. Then it would be time to shut up shop."

Gives Great Returns

The Jacksonville, Florida, Book Store, in renewing subscription, writes: "We take great pleasure in renewing our subscription to THE STATIONER. We wish that all our expenses for advertising gave us the returns that THE STATIONER does. There is some one thing in every issue worth the price of a year's subscription. It affords us a great deal of pleasure to say that we could not get along without it."

A Subscriber Thirty-five Years

Mr. George W. Green, Newburgh, N. Y., in renewing his subscription, writes: "You see I am still at it sending you annually my check for \$2.00 for THE STATIONER. This must be about thirty-five years I have been doing this thing. Well, it pays and the paper is worth the money and more every time."

Cannot Afford to Do Without It

The Centralia Book, Stationery and Printing Company, of Centralia, Ill., writes: "We cannot afford to be without THE STATIONER, so enclose \$2.00 for another year's subscription."

Helps to Success

T. H. Dunstan, Missoula, Mont., writes: "I am just opening up again, and, of course, must have THE AMERICAN STATIONER to help me along to success. Enclosed please find \$2.00 for a year's subscription."

Classed Among the Necessities

E. H. Schanwecker, with A. W. McCloy Co., Pittsburg, Pa., writes in renewing subscription: "With me THE STATIONER is classed among the list of necessities and not among the luxuries."

Can't Do Business Without It

Shea, Smith & Co., one of the biggest manufacturing and wholesale stationers in the West, write: "We failed to receive a copy of the October 29 edition of your very valuable paper. Inasmuch as we feel that we cannot do business without it, we will be obliged if you will send us a duplicate copy."

One Page Worth Several Years' Price

The Mercantile Paper Company, Montgomery, Ala., in renewing their subscription, write: "We have never lapsed since we have become subscribers, as we find at times one page of your paper gives us more information than we pay for several years' subscription."

Misses It Much

J. T. Peacock, Seattle, Washington, says: "I miss THE STATIONER when it fails to arrive on time more than any other paper I read."

Always on the Lookout for It

The Hershberg Company, Atlanta, Ga., write: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for THE AMERICAN STATIONER."

Ad. Brought Flood of Inquiries

The Huntingdon Bank Book Company, Huntingdon, Pa., write: "The advertisement we put in THE AMERICAN STATIONER has brought us so many inquiries that we are unable to get out enough sample lines to meet the inquiries."

Better With It

James Q. Browne, Springfield, Mo., in renewing his subscription, writes: "I could get along without THE AMERICAN STATIONER, but I can get along better with it."

SALARIED DEBTORS

A Plan for Collecting Claims From Debtors Who Have Only a Salary—Assignment to Employer the Method.

By ELTON J. BUCKLEY.

Copyright, 1911.

It has occurred to me to say something about a method I have occasionally found successful, in collecting claims which otherwise would have been uncollectable, that is, claims against debtors who have a salary but nothing else. I have found the plan to succeed in a remarkable percentage of cases.

All business men will agree that the greater part of their credit trouble is with debtors who are regularly receiving a good salary—sometimes a large salary—and are amply able to pay every obligation they undertake.

But because the law in most States does not permit the attachment of wages, debtors of this class are practically exempt from the payment of their debts unless they pay them of their own free will.

If some practical way can be devised of bringing such people to time, the greatest bug-a-boo of the credit business would disappear. For debtors with real or personal property can be made to pay their debts, and those without either, and without a salary or some kind of an income, will hardly be given credit, so it is obvious that the main cause of trouble is the salaried debtors who appear prosperous and worthy of credit, but who are wholly execution proof under the ordinary forms of the law.

ASSIGN CLAIM TO EMPLOYER.

The plan I use whenever the occasion allows is to assign the claim to the employer of the debtor. Obviously he is the only person who really has a hold upon him. Each week or each month the employer is sure to have in his hands a sum of money due his employee, and he can deduct from this such claims as he has legal authority to deduct. The object of the assignment is to give him the necessary legal authority.

For instance, not long ago a client brought to me claim of \$55 against a man who was employed by a local jobber at a salary of about \$200 per month. The credit had been given in the beginning because the fellow showed all the signs of prosperity and because my client knew of his employment with a responsible house at a substantial salary.

Everything had been done to collect the claim without result. The debtor ignored the whole proceeding, probably being advised that nothing could be done. In a few States it would have been possible to attach his salary, but not so in Pennsylvania.

WHEN ATTACHMENT IS POSSIBLE.

Where attachment proceedings are pos-

sible, the plan I am describing will of course not be necessary.

My client was willing to take practically anything for his claim, as he figured that even \$10 for it would be like finding money. I therefore called on the debtor's employer and found him a canny German, willing to make money honestly in any way he could. I offered to assign to him for \$35 the claim against his employee, and after some explanation and argument he accepted.

My client executed an assignment and got a check for his \$35. It is not exaggeration to say that this money was really money found, since there was no possible way in which one cent of it could have been collected otherwise.

Now the position of the debtor's employer, when he had the assignment, was this: On the first of the next month, when salaries were paid, he would owe this particular employee say \$200 for current salary, and the employee would owe him \$55.

That is, the employer would have against the employee a perfectly good and valid claim, which he could enforce, of \$55; for which reason he could legally deduct that sum from the \$200 and pay the employee the balance. The fact that the employer had paid but \$35 for the claim would have no bearing on the case.

This is a fair type of a number of transactions I have conducted along this line. I have found all employers willing to engage in them, but I have found a larger per centage than I expected to, and their motive has invariably been one of two:

First, they have not been averse to making such money for themselves as the plan enabled them to make—in the case cited above, the employer made \$19—and second, they have sometimes taken assignments of claims and even, in some cases, paid their face value, because of the moral effect it was likely to have upon the employee. Teach a man that he can be made to pay his debts and he will pay them if he can. If he actually cannot pay them and can show that, the average creditor would not take extreme measures against him.

One good feature of the plan is that there is no way in which the debtor can question it. It is perfectly legal for A to assign to C a claim which A has against B, and for C, after he takes the assignment, to set off the assigned claim against a debt which he owes to B.

More than this, no man is likely to question the matter with his own employer. The only way he can prevent such things from happening is to resign his position or pay his debts.

A FORM OF ASSIGNMENT.

The following form of assign is sufficient in such cases:

Know all men by these presents, that I, John Jones, of the city of Erie, in the County of Erie, and State of Pennsylvania, in consideration of the sum of paid to me by William Smith, of the same place,

the receipt of which is hereby acknowledged, have bargained, sold, assigned and transferred to the said William Smith, all that debt or claim in the sum of which is now due and owing to me by James Burns, of the same place, for certain goods sold and delivered (or "services rendered," or "work and labor done") to the said James Burns, in quantities and on terms set forth in the copy of said account attached hereto, all my right, title, interest, claim and demand of, in and to the said debt or sum of to hold to the said William Smith, his executors, administrators and assigns, from henceforth, to his own proper use, benefit and behoof, forever.

In Witness Whereof, I have hereunto set my hand and seal, this day of, A. D., 1911.

. [SEAL.]

There is this to be said about the operation of this plan, however—the claim assigned must be a bona fide claim to which there is no defense.

If the debtor has a defense, he can make it against his employer just as he could against his original creditor, and this will mean all sorts of trouble and the failure of the plan.

But undefendable claims can invariably be collected, either in full or on some sort of settlement, if the debtor's employer can be persuaded to help.

I have encountered a number of employers who seemed sincerely willing to aid in any method of compelling their employees to pay their debts, which would not involve them in large additional book-keeping, or compel them to do something unauthorized or illegal. The plan I suggest here has won the favor of a considerable number of employers in this class.

Rudolph Link, who is engaged in art and stationery lines in Chicago, while spending his vacation at Lake Marie, Wis., gave the benighted residents of that burg, and especially the proprietor of the Tobey Inn, where he was domiciled, an up-to-date idea of the proper way to fight a fire. An overheated steak leaped from the frying pan out of the window and to the corner of the veranda in front of the hotel, igniting it, and the porch was soon on fire. Mr. Link immediately took charge of operations, and said:

"The way to put out this fire is to tear down the porch." His assistants rallied to his aid, and before the proprietor could interrupt them, one large section of the porch had been torn down. A careful computation of damages gave this result:

Loss by fire	\$ 7
Loss through fire fighters	75
Loss of mental equilibrium	Estimated

Readers of THE STATIONER are invited to send in questions relating to their business—We will try to answer them.



Southworth Company
Mittineague, Mass.

IT IS CREATING BUSINESS

for Stationers and Printers which was never thought possible before. We refer to the "De Luxe" Watermarking Process—our own patent which gives to every one their own private watermarked high-grade paper at little over the cost of the paper. It has already proven itself a developer of new customers for many stationers. It will do the same for you. Write us for samples and prices. Remember the "De Luxe" Watermarking process enables you to order a minimum quantity of paper for your customer.

SOUTHWORTH CO. MITTINEAGUE MASS.
Makers of High Grade Papers



In White and Colors Unexcelled for Blackboard

Makes a Fine Soft Mark, Easy to Erase; Clean, Economical,
free from Grit

Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by
THE STANDARD CRAYON MFG. COMPANY
DANVERS, MASS.

A Five Years' Guarantee Is Back Of Every Ajax Rubber Band

They are equal to any rubber band made and reasonable in price. We have been in business fifty years and are still selling the same merchants we sold when we started business. Prices and samples yours for the asking.

*Largest Rubber Band Manufacturers in the
United States.*

TYER RUBBER CO. ∴ Andover, Mass.



Christmas Letters

All steel engraved on heavy white vellum, and hand illuminated.

Boxed so the customer will be attracted by the design, and still prevents the stock being mauled on busy days.

The sample can be readily seen, as per illustration. The price is so moderate for the beautiful work that it will surprise you.

These goods won't stay long on any shelves, either yours or ours.

Let us send you a small assortment of eight different designs, twelve each, for \$7.00, Prepaid Express.



TRADE PAPERS

(Continued from Page 21.)

view. They use the best judgment they have, but it often occurs that they do not get into touch with trade conditions of the more intimate sort in the way that the merchant himself does. You are right there in the store. You know what troubles you have with stocks, with clerks, with customers, with buying conditions. Don't get the idea that these things that come up in your every-day business are too trivial to be discussed or of too little importance to be of interest in trade journal columns.

These little things are what make up the daily business of every stationery store. The biggest day's business is made up of single sales, most of them rather small ones. Write to THE AMERICAN STATIONER and suggest subjects that you would like to see covered. The editor will do the rest, and he will thank you for your suggestion.

GOOD MATTER HARD TO GET.

Contrary to general belief, good articles, interesting articles, suitable for publication in the trade papers, do not grow on every bush. Not every man who can write has ideas of value to write about. Not every man who has ideas can write about them in a readable way. It may be that you yourself know of methods and plans that you have carried out in your town and store that are different from those used by most dealers. Sit down some evening and write out a few of these methods and send them to the editor.

If the matter you send in thus is of value and of general interest it will be printed, and you will have the satisfaction of knowing that you have co-operated with THE AMERICAN STATIONER to make its pages of more value to your fellow readers. If the matter is not used, that is no sign that it is not good, for the same ideas might have previously been printed in its pages without your knowledge.

There is no use in your taking the attitude that you pay for the journal and that it is up to the editor to make it pay you back your money with interest. That is not co-operation, and no trade journal will pay dividends to its subscribers without co-operation on their part.

The body of subscribers to any trade journal is, in a way, an organization. There should be a feeling of mutual interest and a desire to be of mutual assistance.

When could any co-operative association accomplish anything if every member left it for every other member to do the accomplishing?

THE STATIONER comes right along week after week, and there is always something good in it to help a man to do more business and it doesn't occur to most of the readers that they are in any sense called upon to see that its contents are worth while.

You enjoy the pictures of windows well

decorated, and of interior displays, and you try out the ideas found there and they make you some money, but do you get any pictures made of your own successful windows? Or do you send in any of your own successful ideas? Is that your idea of co-operation? Suppose everybody else thought that same way? Where would the news items and the live trade talks and the business getting ideas come from? The value of the journal would shrink very materially.

The more you do, for instance, to make THE STATIONER of value to others, the more they will do to make it of value to you. Your example will stimulate others to contribute their ideas. Your ideas will help other merchants to develop ideas of their own which they in turn will give to you through the columns of the paper.

But all this is in reference to the reading matter in the publication.

THE ADVERTISING PAGES.

The reading matter is important, especially in a journal like THE AMERICAN STATIONER, which prints so much informative matter about your business, but I am willing to say without qualification that if there were not a single page of reading matter in the paper, it would still be the best investment any stationer could make—just on account of the advertising pages.

Good trade journals nowadays do not let into their advertising pages every Tom, Dick and Harry who wants to get in. They are compelled to discriminate for the benefit of their readers.

When THE STATIONER allows an advertisement to appear in its pages, the readers of the journal who are attracted to that advertisement feel that it is safe for them to answer it, even to the extent of sending money to the advertiser whom they may never have heard of before.

In order that you may be guarded against loss in answering such advertisements, there must be a careful supervision of the advertisers, and those who are found unreliable must be eliminated. Of course this means a loss of immediate business for the journal, but it means a subsequent faith on the part of the readers that will be worth more than the money the unreliable advertisers would have paid in.

The day of the lying advertising in the responsible publication is past. All advertising in the high-class journal may nowadays be depended upon. This means that you are safe in answering such advertisements.

There are two big reasons why you, as a reader of THE AMERICAN STATIONER, should read its advertisements carefully and write to its advertisers. Both of these reasons are to your own advantage. The first is because getting in touch with the advertisers will produce profitable results for you directly. The second is because it will produce profitable results for the journal by making its space pay the advertisers,

thus causing them to increase their space and continue its use; and when the advertising increases, the journal has more money to spend on the reading pages for your benefit.

A DUTY YOU OWE.

And right here I want to call your attention to what, it seems to me, is little short of a duty.

When you write to an advertiser in your trade journal, no matter whether you are writing merely for a catalogue or whether you are ordering goods outright, why not get for your friend, the journal, credit for the inquiry?

Very few merchants do mention the place where they saw the advertisement that caused them to write to the advertiser. This is not because they are not willing to do that much to help the publication. It is mainly thoughtlessness. It is because they do not realize how important it is with a trade paper to have credit with their advertisers for the inquiries it brings to them. The advertiser is very anxious to know what trade journals pay him best, just as you would like to know what forms of advertising have paid you and in what proportion. You can do THE AMERICAN STATIONER a good turn, a mighty good turn, better than you know, if you will take the pains to mention its name when you write to a firm that advertises in it.

And if subscribers had the pride I really think they ought to have in the paper that is working for their interests, they would go out of their way to help it. There is something behind a good trade journal that is more than a mere dollars and cents feeling. There is a live, real interest in helping its readers to make good, in giving them ideas that will be of value.

This interest ought to be mutual. The subscribers ought to be really desirous of seeing the journal succeed. It does not cost a cent to mention THE AMERICAN STATIONER in writing. It does not take an appreciable length of time to tack that name on the end of a letter or a post card. It does do a very appreciable amount of good.

You need not do this for the advertiser. It pleases and helps him, but perhaps you owe him nothing. Do it for the journal, and then you are doing it for yourself, because to help any good trade journal that you read is to help yourself.

The merchant who depends upon the traveling man to keep him posted regarding his kind of goods will find that a good many of the best selling things in his line get into other stores before he even hears of them, while many other live sellers never come to town at all until the best prospective customers have imported what they need of them from the city.

Even merchants who go to the city markets two or three times a year and depend upon that and the traveling men do not get in touch with all the new and salable things.



Write for Dealer's Prices on Full Line

The reason that Consumers always come back for *more* of
Day's White Paste

is that they find that it is always smooth and even; that it will not smear; does not mould or sour; and that it does not crystallize. It is pure white, perfectly neutral and cannot soil anything it may be used on.

A PERFECT PASTE FOR ALL PASTE USES

Day's White Paste has been advertised so extensively by the manufacturer, and the article has proven so satisfactory to the consumer, it has created a demand that grows with every year.

Put up in Full-Size, Full-Weight containers. In 6-lb. and 12-lb. pails, the most economical paste on the market.

Our prices to dealers will interest you. Write for them.

DIAMOND PASTE CO., 72 HAMILTON ST., ALBANY, N. Y.

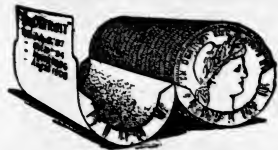


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Mr. Stationery Dealer

Don't Miss Your Share



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE!

Write us to-day.

The Detroit Coin Wrapper Co.

Detroit, Mich.

Toronto, Ont.

Franklin Paper Co.,

HOLYOKE, MASS.

Manufacturers of
**INDEX BRISTOLS, WHITE BRISTOL
 BLANKS, Etc.**

EAGLE BUTTERFLY PENCIL, No. 530



A Propel and Re-pel Pencil, highly finished in Black, Red, Blue, Yellow and Green Enamel.



These goods are packed very attractively, six dozen in a flat carton with extra boxes, containing three leads for each Pencil.

EAGLE PENCIL COMPANY, 377-379 Broadway New York

NOTICE!

Be sure and look up our new line of Tally, Guest, Halloween, Thanksgiving, Valentine, St. Patrick and Easter Cards.

NEW

Party Invitations, Guest and Tally Cards to match for all occasions.

The beautiful new designs and ideas in our new line will

INCREASE YOUR CASH SALES

CHAS. S. CLARK CO.

ST. LOUIS, U. S. A.

It won't hurt to advise us of your interest, our salesman might miss you

There are years
 of success back of
Carter's Inks
 and years of success
 ahead of the dealer
 who sells them

UNION ENVELOPE COMPANY

Makers of **DUPLEX CHURCH COLLECTION ENVELOPES**

Makers of All Kinds of Envelopes

RICHMOND, VA.

CORRESPONDENCE SOLICITED

LET US SUBMIT QUOTATIONS.

Classified Business Directory and Index to Advertisements.

All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

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The traveler tells the merchant about the new things that his house is getting out. He has no information to give about the new things that are being put out by competitors—and what town or merchant, unless a few of the most important, see anywhere near all the lines that are represented on the road? Plenty of houses making good goods are never represented in your town. The new things they put on the market may never come under your notice unless you look for them in some such publication as THE AMERICAN STATIONER.

Of course going to the city is a good way of seeing what is new, but even in the city no man can see it all. It is even doubtful whether you see in the city many more lines than you would see at home. You see them in more complete form, but you visit just about the same jobbers that send men to your town and that send you their catalogues regularly. And when it comes to the retail stores, you do not really give them time enough or intelligence enough to know just what is selling well in them.

Then, too, the lines that you buy from the jobber are what lines the jobber sees fit to sell. He is not the manufacturer, no matter how close he may be to him. He does not often stock a full representation of anybody's line. He picks out the lines he thinks will sell, and he must necessarily keep in mind, too, the desirability of picking lines that will pay him the best possible profit.

CLOSER TO THE MANUFACTURER.

The manufacturers of a number of lines call upon you. You do a good deal of business direct and yet you fail to get in touch with many new ones unless you do so through the medium of the trade press.

The merchant who expects to keep up with the game and do it without the trade papers will in the end be a sadder, whether he is a wiser man or not.

(To be Continued.)

Waterman Crown Displays

Messrs. L. & C. Hardtmuth, Ltd., of Koh-i-Noor House, remind those of the trade who have not already taken advantage of the "Crown" display stands for showing Waterman Pens, that these clever window decorations can still be had by their customers. They were issued a few weeks before the coronation, so as to receive the full effect which that event gave them, but they will prove appropriate adjuncts to any window during the whole of the year. Five different styles and sizes are done and, shaped as the crown in imitation velvet with dummy pens affixed, they can be utilized to good advantage by the window dresser.—The Stationery Trades Journal, London, Eng.

Send us in samples of your window show cards—Others would like to see them.



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Notes on New Books

Books Most in Demand

The New York Public Library, circulation department, reports books most in demand, excluding fiction, for the week ending August 30 as follows:

London's "Cruise of the Snark," Browne's "Everywoman," Fowler's "Practical Salesmanship," Duncan's "Modern Motor Car," Loening's "Monoplanes and Biplanes."

Tales of Africa

Thomas Lane Carter's short stories, "Out of Africa" (Neale Company, \$1.50), lack atmosphere and "quality," but are told with a simple directness which gives them credibility. One appreciates that the author is a man of action, and that he knows whereof he writes. His stories have the value of sincerity and the rare grace of restraint.

Seeking a Pirate's Gold

"In Her Own Right," by John Reed Scott (Lippincott, Philadelphia, \$1.25), is a story of adventure with a search for a treasure buried by a pirate long ago as its chief feature. It is also a story of love, but this is kept in the background through most of the book. The treasure is supposed to be buried on the east shore of Maryland, and the book describes something of East Shore village life. It can hardly be called an exciting story.

A Very Human Plot

"The Essence of Honeymoon," by H. Percy Robinson (Harper's, New York, \$1.50), relates the adventures of a very young and delightfully inexperienced bride and bridegroom who wanted people to suppose that they had been married years ago. The book depends for its charm largely on witty exaggeration, but there is some very true and natural humor in it. As a book for a vacation hour, at any time or season, it is highly commendable.

Vampire and Woman

"She Buildeth Her House," by Will Levington Comfort (Lippincott, Philadelphia, \$1.25), is a story of modern New York. The heroine is a virile human soul; but she very nearly becomes the prey of a vampire, a professor of occult philosophy. This character remains young by feeding on the life of one woman after another, whom, by strange mystic powers, he attracts and binds to him. When he is through with them he casts them off, mere shards of humanity.

This heroine's tower of strength is the

clear human philosophy of a young essayist who lives in the West. The author built up a situation that could hardly have been kept from collapsing among the common-places, like the Subway and the Staten Island ferries; it needed a volcano for its climax, so the story ends in Martinique at the time of Pelee's eruption. This reviewer didn't enjoy the book, which seemed to him morbid and clouded with the choke steam which comes when Oriental thought is poured on the hot coals of this age we live in. It seems hardly too much to call the book poisonous.

Starving in Bohemia

Three clever young bohemians who have reached the starvation point are the heroes of "The Lady in Mauve" (Sherman, French & Co., Boston, \$1). The extravaganza is too absurd to command much interest, but it may serve to while away an hour when one has one's self very much on one's hands. Like many of its kind, it begins with more promise than it fulfills.

Tracing "Human Cries"

"Gilead Balm: Knight Errant" (Baker & Taylor Co., \$1.25), consists of a group of detective stories, wherein the young man whose unusual name gives the book its title is the Deus ex machina. In his impetuous youth the "agony column" of The London Daily Post "perennially fascinated and haunted him," and when he came into opulence he straightway established an agency for tracing "every one of those essentially human cries to its source," and aiding or exposing the suppliant.

The situation is well imagined, affording scope for much variety of plot and treatment, but the result is, upon the whole, disappointing. An air of unreality pervades the sketches; hence they do not hold the reader as a story of detection should.

Anna Triumphant

"Anna Malleen," by George H. Brennan (Mitchell Kennerley, N. Y., \$1.35), is a pleasant story of a pretty Texan girl who has temperament. She cast in her lot with a theatrical company that spent a week at the home "Op'ry House," and played ingenu parts. Anna found difficulties enough and had many experiences, yet remained sweet and true to herself. The author has a first-hand acquaintance with the life and people his book describes. He conducts the heroine through dark places, but he prefers the rosy hues and has written a very acceptable romantic story.

One Home—and Another

Clara Viola Fleharty's novel, "A Wild Rose" (Badger, \$1.25), contrasts the life of two families and the effects of their home surroundings upon the young daughters of the respective establishments. In one home are love, understanding, and confidence between parents and children, and the endeavor to let each develop according to the best promptings of his own nature. In the other are misunderstanding, coldness, and the effort to repress the child's nature and mold it according to preconceived ideas of what it ought to be. Sometimes the author displays a fair degree of emotional strength, but for the most part the book, which is crudely written, seems to have been born out of the desire to preach a sermon rather than to write a story.

Aviation Novels Next

Within the last few days I have been asking a number of my friends among the London (Eng.) publishers what, in their view, is likely to be the next new "school" in fiction, meaning by that novels treating of some phase of modern life.

They agree in answering that the flying machine is probably the next text on which the "Oh, to be popular!" novelists will concentrate. They give their reasons, which are more convincing than those of a lady who, having revoked at bridge, defended herself by say, "Well, I had my reasons."

Probably the reason which may bring aviation novels along in a cloud is that the reading public is interested in the subject. This interest, so far as we are concerned, has been greatly emphasized by the recent flying match up and down the British Isles. People want to read about a subject at a particular phase of its history; when it has become practical, while at the same time it remains mysterious, wonderful. That is the present stage of flying through the air on biplanes and aeroplanes. It is being done every day. Long journeys are made with the swiftness of an express train. Mostly they are also made in safety. But an element of high risk remains, and that adds to the spell of the whole thing.

Vanished Arizona

To write such a book as Mrs. Martha Summerhayes's "Vanished Arizona" (Salem, Mass.: The Salem Press Co., \$1.60) is to do a thing of real public benefit, to make a worth-while addition to those chronicles of many sided life which went into the development of the nation. Such intimate records of personal experience have a perennial interest for all who want to know about the past as it really was, to get the flavor of a life that is no more from those who actually lived it, while to the writers of history in some later day they are invaluable.

The sub-title of the book, "Recollections

of the Army Life of a New England Woman," and the crossed muskets and figure "8" of the cover decoration—Mrs. Summerhayes's husband was an officer of the Eighth Infantry—give one an inkling beforehand of the book's nature. But the civilian, and especially the Eastern civilian, will none the less be surprised and moved by its revelations of hardships. To travel back and forth across Arizona in the early 70's and up and down its blistering deserts, with the possibility always of skulking Apaches waiting in ambush, was to earn one's living and whatever emoluments it might bring in no easy way.

Mrs. Summerhayes tells her story simply, with no effort at literary ornament, as if she were intent only on putting into words the experiences which she herself had felt so keenly. But she learned, after a little, not to be disturbed by the fact that the soldier who spread her bed on the ground always surrounded it with a horse-hair lariat, because rattlesnakes are averse to crossing such a barrier. And she does not even try to remember what her own feelings were, but confines herself to bare facts, when she tells the story of how they got through Sanford's Pass.

Irish Folk Tales

Children and folklorists will enjoy the stories Lady Gregory has assembled in "The Kiltartan Wonder Book." They are Irish tales that have come down from gen-

eration to generation, and are published about as they were repeated to Lady Gregory by sundry aged Irishmen. The stories are illustrated with color pictures reproducing clever drawings by Margaret Gregory. (E. P. Dutton & Co., \$1.50.)

In Siren Land

The publishers of "Siren Land," by Norman Douglas (E. P. Dutton & Co., \$2), are to be commended for passing on to the American reader a book which might otherwise have remained a luxury for British consumption only. The American reader does not realize how many books which are moderately or more than moderately successful in England remain unpublished in or unimported to this country.

There are obvious reasons for this. Some books are popular there for purely local reasons, as some of ours are in this country. Others are of a flavor to please the British taste, but, as our publishers have painfully discovered, do not appeal to the American palate. This book belongs to an order rather common (none too common) in England, and rather uncommon (though by no means unknown), in this country. It is a product of scholarship and leisure, of the love of books and the love of life. It was not written to sell—at least, it was not manufactured because the author wished to write something to sell. It is the outcome of a long and pleasant experience which the writer has enjoyed

for its own sake. Mr. Douglas, it is clear, did not go to "Siren Land" in pursuit of "copy," nor did he linger there because he had happened to stumble upon that commodity. He writes, in short, like that "gentleman and scholar" of tradition, whom we must admit to be less commonly found among us of the hustling West than in England or on the Continent.

Out of the Dark

Virginia Demarest's "Nobody's" (Harper's, \$1.20) is a Southern Story, with its scenes laid in Tennessee. Its heroine, Celeste, is a young woman of wonderful beauty and charm and innocence, endowed with many gifts that are near akin to genius. But the taint of race is upon her birth, for her mother is a former slave, although almost white. It will be a very guileless reader, however, who will not quickly see through the complication, and know perfectly well that the lovely Celeste will presently be shown to have had exactly the white and aristocratic parents she ought to have had. There are some exciting incidents, for the whole countryside becomes so wrought up over the friendship between some of the chief characters and the girl who is supposed to have negro blood in her veins that a lynching seems inevitable. The plot is well contrived, and is worked out with plausibility.

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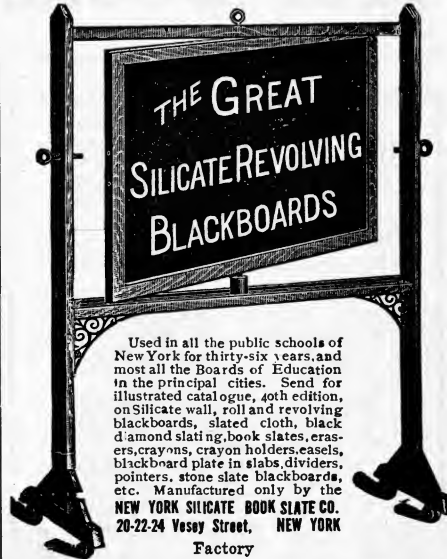
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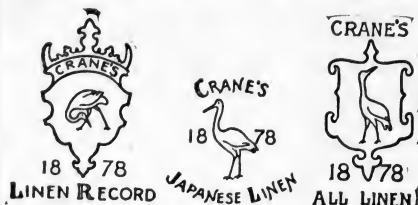
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